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Briefs. 1971

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

BRIEFS

to the

ROYAL COMMISSION ON BOOK PUBLISHING

Sept 30

JUNE 14, 1971

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

CANADIAN LIBRARY ASSOCIATION

JUNE 14, 1971

CANADIAN LIBRARY ASSOCIATION

151 Sparks Street, Ottawa, Ontario K1P 5E3 (613) 232-9625 Telex:CANLIBASSN OTT 013 35

BRIEF TO THE ROYAL COMMISSION ON BOOK PUBLISHING

The Canadian Library Association welcomes the opportunity to present a brief to the Royal Commission on Book Publishing.

Although the Canadian Library Association is a national organization representing English language libraries and librarians throughout Canada, the fact that Ontario is the centre of English language publishing makes this Commission a matter of national as well as provincial concern.

The membership of the Canadian Library Association is open to libraries and librarians serving the broadest cross-section of the Canadian public - institutional libraries in schools, colleges and universities; public libraries in urban and rural areas; special libraries in business, industry and government.

All of these have a responsibility to provide information and knowledge in all its forms to meet the needs and interests of their particular clientele. As Canadian libraries and librarians they share a particular concern to make available Canadian material, to encourage Canadian creative talent, to present a Canadian point of view, to provide Canadian information.

It is a truism to say that there is increasing interest in and need for Canadian material and we would suggest that this can be used to advantage by and for Canadian publishing in several ways.

Distribution of Canadian books would be aided by consistent and current information on new Canadian publications, provided regularly and accurately through some recognized medium such as Quill and Quire.

We endorse the suggestions in the Clery report that support be given to establish and maintain an independent national publication to review regularly Canadian publications, thus ensuring that libraries and public are informed of what is available. And that publishers use the findings of this report to assist in adjusting their expenditures on promotion into more effective channels. (1)

We recommend a greater awareness by Canadian publishers concerning current school programmes. This might result in the needed production of more curriculum related material for Canadian schools - material produced in Canada and reflecting Canadian realities.

Consciously in many cases, unconsciously in others perhaps, librarians in acquiring material do so with a strong bias towards Canadian material. If more were available, it would be purchased proportionately by libraries.

Publication of Canadian material should be supported by good service which would supply new titles to customers on or before publication date, and all other material in print as quickly and efficiently as possible.

It is probable, because of the size of the Canadian market in relation to the size of the country, that Canadian publishing - and by that we mean books by Canadian authors, edited and published in Canada - requires special financing. We therefore endorse long term low interest capital financing from governmental sources. We are also in favour of the kind of aid that has been provided by Canada Council and suggest that the Province of Ontario Council of the Arts might give similar aid to appropriate projects.

Theoretically Canada has access to the total production of English language material in the world. We should use this opportunity to enrich our own cultural resources.

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(1) Clery, Val. Promotion and response, Report on the Media Response Survey of trade book publishing. Canadian Book Publishers' Council. 1970.

Therefore we do not believe that it is desirable to attempt to restrict, by any means, the ability of libraries to acquire the great variety of material they need from whatever sources can most efficiently and economically provide it.

There are many reasons why libraries should be free to acquire materials directly from the country of origin. The total number of publishers (almost entirely English and American) represented in Canada according to the latest Quill and Quire list is just over 1000. (2) This represents but a fraction of the publishers in these two countries, and the output of the others must be obtained from outside Canada.

Service from Canadian agents varies from excellent to poor; it also varies within a given agency from time to time. Libraries must be free to find an alternative to poor service and the only alternative at present is to purchase directly from the country of origin.

Since the great majority of libraries are supported by public funds, the expenditure of this money to the best possible advantage is a major responsibility. The appendix to the recent report of the Economic Council gives comparative figures for purchasing United Kingdom publications through an English source and through a Canadian agent. (3) The difference cannot be ignored, and it can also be less costly to purchase from an American wholesaler than from a Canadian agent.

Failure to support Canadian agents for reasons of either cost or lack of efficiency does not mean failure to support Canadian publishing. Many Canadian agents, with lengthy agency lists have made little or no contribution to Canadian publishing.

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(2) Canadian Publishers' Directory. Quill and Quire. 1971.

(3) Economic Council of Canada. Report on Intellectual and Industrial Property. Information Canada. 1971. Appendix B. p.227.

We would hope to see greater encouragement of original Canadian publishing to meet needs we know exist. We believe that this can and should be done without any restriction on our access to the cultural resources of the rest of the world.

Respectfully submitted on behalf of the Canadian Library Association,

Martha Shepard

(Miss) Martha Shepard, President.

Brief prepared by the following members:

R.H. Blackburn, Chief Librarian, University of Toronto

Margaret Scott, Associate Professor, College of Education. Chairman, Canadian School Library Association

Betty Hardie, Director, Etobicoke Public Library. 2nd Vice-President, Canadian Library Association

The brief has been endorsed by the following Section representatives:

Miss Beryl Anderson, Chairman, Canadian Association of Special Libraries and Information Services

Mrs C. Corkum, Chairman, Canadian Association of Children's Librarians

Ottawa, Ontario
26 May 1971

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

CANADIAN LIBRARY ASSOCIATION
AS PUBLISHERS

JUNE 14, 1971

cla CANADIAN LIBRARY ASSOCIATION

151 Sparks Street, Ottawa, Ontario K1P 5E3 (613) 232-9625 Telex:CANLIBASSN OTT 013-3518

THE POSITION OF THE INSTITUTIONAL PUBLISHER

(Brief approved by the Editorial and Publications Policy Committee of the Canadian Library Association and submitted to the Ontario Royal Commission on Book Publishing)

The present short Brief, which is supplementary to the main presentation by the Canadian Library Association (CLA), attempts to outline some of the duties and problems of the publishing departments of non-profit institutions in Canada.

Obligation is the keyword in institutional publishing. Non-profit corporations publish to provide professional, technical or socially necessary literature in areas of knowledge, vocation or service, where there would be little or no return for commercial investment and the market oriented skills of general publishers. They do it because they believe that their risk of institutional funds is justified by the community's gain in better trained professionals and technicians and better-informed members, in matters within the concern of the institution, of society at large. The Canadian Library Association, although it believes it may be one of the largest among this class of publisher, considers that its situation is representative.

Our contemporary, the American Library Association (ALA), whose fields of operation and interest are similar to our own and with which we enjoy close and friendly relations, publishes textbooks and other material in which Canadians have some persuasive power in that our own Association is represented on the ALA Editorial Committee. These ALA publications are used in the schools of library science of Canadian Universities and in broad terms are adequate and satisfactory. But the compendious textbook, with secure reputation and sales and regular revision at low cost - given the initial availability of a good author and enough capital to launch and advertise the project - is not a problem; our Association and, we suggest, insti-

tutions throughout this country, run into difficulties in meeting the duty to provide, at acceptable prices, specifically Canadian material or material needed to deal with specifically Canadian problems.

An institutional publisher in Canada, particularly one whose parent organization works within the social sciences, usually attempts to provide accurate and up-to-date information at low cost to the consumer. If the information cannot be depended upon the association loses credibility and its data is useless in public authority or other debate; if it is out of date the information is useless; if the cost of the publication is too high for purchase by interested parties it is a liability to the publisher.

Yet, for any institution with a sense of responsibility to Canadian society the obligation to publish, up to the point where total sales on all current list items show a loss which must be borne by the membership, is conclusive. An item from the CLA Publications Catalogue, 1971, gives an idea of the problem. "Public Library Standards", 1967, gives a reasoned and annotated set of norms for the operation of a sound public library service. It was compiled by the Public Library Standards Project Committee of this Association, and as much work as possible was done by correspondence. But there could be no useful consensus on some matters without meeting and committee members were in fact obliged to come from all parts of Canada to iron difficulties out at a common table; travel costs had to be added to that of preparation and mailing of questionnaires and exchange of letters. But the selling price, if the working man or woman who often fills the local office of library Trustee was to buy it, had to be kept low. It cost $10,000 and little more than the $4,000 recouped already is likely to be earned by the present edition. A new edition is urgently necessary. The same is true of "Public Library Laws", 1966. But, while the duty to republish is insistent, CLA cannot immediately face a repetition of disastrous loss.

Prima facie, the position of an institutional publisher is better when a work with sound sales prospects is added to his catalogue. Of course, he

must keep his sales price as low as possible consistent with solvency over the whole list. But he knows that, as soon as the work reaches the market, money will flow in. The difficulty is that production costs are high and have in most cases to be met long before the earliest sales receipts. Let us consider the case of one book published last year by CLA for $3.50: "Non-Book Materials", written by Jean Riddle, Shirley Lewis and Janet Macdonald in consultation with the Technical Services Committee of the Canadian School Library Association (a Section of CLA). It got off to a good start. The principal author received an award of $4,500. from the Canada Council to enable her to travel and undertake preliminary studies. By enlisting the expertise and co-operation of specialists in ALA and other library and educational media associations, the book has been assured official adoption and a sound sales future, provided the price remains realistic (and $1.50 is lost on the marketing of every copy in the United States). But the outlay, even on the current preliminary edition released for comment and revision into a definitive text, has been substantial and has necessarily been loaned, since the publishing department of CLA has no corporate entity and cannot borrow from the banks, out of the general funds of CLA, restricting the Association's freedom of financial strategy in other areas. Two printings of a definitive edition may well be required to recoup the travel and other costs of the supervisory committee, and hence to repay CLA, before it can look forward to reasonable returns from its investment.

Its inability to finance works which would ultimately produce revenue, owing to the absence of development capital, is one of the hardest restrictions on the institutional publishing house. For house, in the accepted publishing sense, it is not. It has to be funded like any other department within an Association: a small budget will reflect pressures elsewhere within the organization and if it is well endowed for a particular project or in a particular year another department is likely to be short of funds.

Based on the experience of the Canadian Library Association, operating with the advice of its Editorial and Publications Policy Committee, it

seems right to say that institutional publishing is useful, necessary and should be maintained. It is, however, an operation which is expensive *per se*, demanding trained personnel who must be paid commercial salaries, travel in search of manuscripts and in sales of copy, advance and sustained publicity, and exacting speculation and judgment as to a balance between items of which good sales may be expected, and those which are necessary, which must be published, and which will lose.

Some degree of subsidy by a national association for publishing within its areas of concern seems reasonable, and CLA does not put forward the argument that its publications, or those of any other institution, should be subsidized by the community at large. It does believe, however, that it would be in the national interest to allow those institutions which are customarily regarded by government as having the main responsibility in any profession or discipline to draw upon funds held by some such agency as the Canada Council, for the preliminary loan financing of specialist books, and for a reasonable guarantee of percentage underwriting for books judged necessary by a Canada Council (or other) committee, upon which members of the appropriate profession serve.

Respectfully submitted,

Martha Shepard

(Miss) Martha Shepard, President,
The Canadian Library Association.

Brief compiled by:

Professor R. Brian Land, Director, School of Library Science, University of Toronto.
Clifford Currie, Executive Director, Canadian Library Association.

Brief endorsed by:

The Editorial and Publications Policy Committee of the Canadian Library Association.

4 June 1971

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MRS. BETTYE HYDE

JUNE 14, 1971

TO THE ROYAL COMMISSION ON BOOK PUBLISHING, ONTARIO

SUBMITTED BY:

Bettye Hyde (Mrs.)
Course Coordinator
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April 16, 1971
OTTAWA, ONTARIO

This will be a modest and a personal brief. Providing solutions to the problems of Canadian publishing is beyond my competence. My concern is to communicate to you, from a particular vantage point, some of the effects of our present situation.

For more than twenty-five years, I was a teacher of preschool children; latterly I have been teaching in a College program intended to prepare students for work with young children.

Thus my concern is for young children growing up in Canada and for the teachers who will be helping and to some extent shaping their development.

Books are an important part of the equipment of every preschool centre. Every good child care centre sets aside a part of its budget each year for adding to and replacing the books in its library. Even a small nursery school may have between 50 and 100 books available for the children. Reading and talking about books is a daily part of a preschool program.

What are our standards for selection of these books? Our overriding concern is that they be true to some aspect of child life, that they be neither sentimental nor patronizing. We want books that are responsive to children's interests; books that will feed their curiosity; books that will enlarge their vision of what the world is like. We also want books that communicate beauty and joy to the children.

When I thought about and then investigated at first hand the sources of the English language books in two representative preschool centres, I confirmed my ad hoc estimate that close to 90% were published by American houses, perhaps 6% were British or European and the pitiful

remainder were Canadian in origin.

Does it really matter that children's books originate from another country, as long as they meet the criteria I have already mentioned? I have come increasingly to feel that it does. It certainly does if we are concerned that Canada retain a national identity. Young children are interested in discovering the world around them. For the 3 or 4 year old, the world is, first, their immediate neighbourhood, then their city or town; only slowly do they become aware of country. American books reflect American neighbourhoods - complete with American policemen, mailboxes, flags and statues of George Washington. They also reflect American values, only some of which we share. For example, I submit the book "Do you know what I'm going to do next Saturday?". The book is published by Random House of Canada. It is one of a series of books provided for a children's book club, I believe, and presumably was shipped off to many Canadian families. Please read the book and note the aggressive tone throughout but particularly from page 37 on.

We are told that branch plant publishing is fine because the publishers employ Canadians to manage their Canadian branches. What Canadian editor vetted this book?

Recently I went to a conference in Boston. One of the extra-curricular pleasures of that visit was the discovery of the historic centre of Boston through a classic children's book "Make way for ducklings". That book has enshrined the charm of Boston in the minds of countless children.

Where is the book that could make Kingston accessible to the mind and imagination of young children? Or Toronto? Or Quebec City?

Small wonder that Canadian history is pallid and ill-taught in our schools. From early childhood, Canadian children learn to look south, to the country that is interpreted and glorified in the books they read as well as in the television programs they watch. "Sesame Street" has become a household word, now in print as well as on the screen. And it is not Yonge Street or Portage Avenue. It is first and foremost an American street.

I don't for one moment accept that my attitude is parochial or narrowly nationalistic. Our children must surely become citizens of Canada before they can become citizens of the world. If Canadians are to contribute anything of value to the world community, surely they must do so from a base of understanding of their own community and their own values. And they must begin as children to understand and appreciate the land and the history of Canada. Exactly the lack of this understanding seems to me to underlie the dangerous split in our country today. Were children taught from early childhood to appreciate the diversity of Canada we would not have young people today feeling coerced to learn a second language; they would be enjoying the rich opportunities that would then be accessible to them.

Turning to my other concern, that of preparing students to teach young children, the problem is every bit as acute.

On my office book shelves at Algonquin College, I keep approximately 100 books, for reference and for lending to students. I think I am well read in my field and I certainly keep my eyes open to Canadian publications, but of these books, only 15 are other than of American origin. Those others are predominantly British. The few Canadian books mainly sprang from the work of the Institute of Child Study in Toronto and most of them are fairly old.

In a special file in my office, I keep, like rare gems, a recent paper by Dr. Tom Ryan of Carleton University and 3 papers by Dr. Barbara Clark of Dalhousie. In addition, I have a variety of pamphlets from the Day Nurseries Branch, Dept. of Social and Family Services of Ontario and copies of 2 or 3 educational magazines. Except for a miscellany of bulletins from our Ontario local professional associations, these seem to comprise my store of Canadian material. Fortunately, I have my 25 years of experience to draw on; it is my richest Canadian source.

Of the books I have been responsible for ordering for the College library, the proportions are the same. I recently fell upon a publication of the Ontario Institute for Studies in Education, eager to add some reflection of the Canadian experience to my resources. I enclose this book: "Problems in the Teaching of Young Children". You will observe that every contributor appears to be from the United States. One only of them, Marion Blank, comments modestly that she is unfamiliar with the Canadian situation. In the bibliographies appended to each article, I was not able to find one Canadian reference. There may be one hiding in there somewhere.

Again, this matters only if we distinguish Canadian experience and Canadian problems and concerns from any other. In recent years, American workers in the early childhood field have been primarily concerned with compensatory education for the so-called disadvantaged child. The disadvantaged child in the United States is usually black and poor; he lives in the ghettos of northern cities or in the American South. God knows, attention to this neglected child is overdue. Not all the ink that has been spilled in analyzing his problems and designing strategies for his recovery into the

American middle class mainstream is a bit too much to make up for 300 years of deprivation. And of course, we in Canada, are to a degree profiting by both the successes and failures of current rescue programs in education.

We may also be in some danger of being carried away by the very amount of material showered upon us, to the point that we will be unable to distinguish those solutions that are relevant and useful in a Canadian context from those that are ill conceived, hasty and even dangerous to children. The very intensity and the proportions of the problem in the United States have tempted many educators and psychologists to recommend what can only be described as "engineering" solutions. One of the articles in "Problems in the Teaching of Young Children" is called "Engineering Verbal Behaviour". That book, like so many recent publications, pays lip service to humane values but is essentially concerned with cognitive development, raising the IQ and generally preparing children to succeed in the present educational system of the United States. Not an ignoble aim, perhaps, but one that neglects whole areas of human experience and one that is not necessarily appropriate for Canadian children.

A typical example of the effect on students in our Colleges crossed my desk recently. A capable student in the second year of our program had written her dissertation on the topic of volunteers in compensatory programs for deprived children. She introduced the topic by sketching the history of the volunteer movement. Her <u>first</u> sentence read: "The history of the volunteer movement begins with the Pilgrim Fathers...", and went on to describe this movement entirely in terms of developments in the United States. It was with commendable restraint that I asked in the

margin: "Whose Pilgrim Fathers?". When I discussed her paper with her, she told me that this (and other) incongruities of the same kind had not even crossed her mind. She had done a good deal of research in several libraries and the orientation of her paper reflected what she found there.

Another student produced a dissertation on "Racial Awareness in Young Children" which contained a bibliography of 56 items. One reference was to a paper written in Canada about a Canadian project: fifty-five were from American journals or books.

I had finally to ask the students to include among the limitations of their papers the lop-sided nature of the source material consulted.

There are nineteen Community Colleges in Ontario; most of them have programs similar to ours, to prepare students for work with young children in day care centres and nursery schools. Is it possible that our students can emerge unmarked by their submersion in the professional literature and thought of another country? Meanwhile, it is excruciatingly difficult to find a publisher for worthy Canadian material. One of our teachers has been trying to place a manuscript on music for young children. In my estimation, it would be most valuable for student and teachers in our field and there is a dearth of material of the kind. This teacher has already had a book published in the United States but she wrote this manuscript with Canadian children and teachers in mind. Two major publishers have seriously considered the book and finally refused it on the grounds that the Canadian market is too small to make it profitable. Neither house apparently considered an attempt to penetrate the American market to make publication possible. Are they so accustomed to down-grading Canadian work that they cannot conceive of a book published in Canada being also saleable in the United States?

The manuscript is now in the hands of a small Canadian House, who have the will but probably not the capital to take the risk of publishing it. Our students continue to work with American texts while they wait.

Gentlemen, while you are discussing money and ways and means, I hope you will keep in mind the children who are in danger of growing up with the impression that Washington is the capital of Canada, if not of the world.

Respectfully submitted,

Bettye Hyde

Bettye Hyde (Mrs.)
Course Co-ordinator
EARLY CHILDHOOD EDUCATION
Algonquin College

ENCLOSURES:

1. Do you know what I'm going to do next Saturday?
   Random House

2. Problems in the Teaching of Young Children
   The Ontario Institute for Studies in Education.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. J. H. MCNEILL

JUNE 14, 1971

BRIEF SUBMITTED BY JAMES McNEILL OF CARLETON PLACE, ONTARIO

I respectfully submit this Brief to the Commissioners of the Royal Commission on Book Publishing as a private person fully employed in the field of literature, as an author, folklorist, editor, publisher and agent.

During the past four years, I was retained as a Literature Development Specialist with the Department of Indian Affairs and Northern Development to assist the Indian and Eskimo population of Canada in developing a written literature from their own rich heritage of history and folklore. It was a successful venture and in addition to two cultural magazines launched on a continuing basis, we placed eight titles with private publishers. In the process I learned first hand, of the hazards and the uncertainty that plague the private publishers, the majority of whom are in Ontario.

The decision to publish any work requires a complete examination of the total institutional, domestic and foreign market. Many good books cannot pass this examination because they are only national in scope, would appeal mainly to a provincial audience, or perhaps, only to a segment of a given professional or hobby group. Thus a work of provincial, county or ethnic history, for example, would not published, though very much in the interest of the province. This is a case for a direct subsidy.

A publisher may receive a manuscript that would be a success in Canada and pay some reward to himself and the author if he could be assured of recovering his printing costs. This is a case for indirect subsidy. The best means of providing an indirect subsidy is by placing a preprint order for a sufficient number of copies to effectively lower the publishers overhead. An example, of this form of subsidy is the purchase of 1,000 copies for supplementary reading in the school systems or distribution to libraries and other publicly supported institutions.

Any aid to publishing that does not advance the cause and quality of Canadian authorship would not be in the public interest. Any assistance to publishers should assure assistance to the author, such as a grant for an accepted finished work in lieu of royalties, a system of provincial prizes or assistance in promoting a worthy published book on release.

Any aid to publishing that does not directly reduce or maintain the retail price of books at a level of fair competition would not be in the public interest.

Production costs at all stages in the making of a book remain high and will probably increase. Any aid to publishing that would restrict the publisher in his choice of contractors would not be in the public interest. The removal far as possible of sales and other taxes on materials used in the production of a Canadian book, would help printers and others in the industry to compete with overseas bidders. Printing arts must be encouraged if we are ultimately to have a healthy book industry.

I will end my brief by stating that the book industry must continue in competition to be healthy. Any assistance that would restrict the free flow of ideas, art and literature, between the people of the French and English speaking worlds, would be dangerous and far from the public interest. Great care must be taken not to restrict the choice of material a publisher may issue. The advancement of our own literary and artistic talents is the best assurance of a viable and lasting book industry.

James H. McNeill

James H. McNeill,
32 McArthur Avenue,
Carleton Place, Ontario.

March 17, 1971.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. JOHN F. MARRIOTT

JUNE 14, 1971

SUBMISSION TO THE ROYAL COMMISSION ON BOOK PUBLISHING

John F Marriott

116 Notch Hill Rd.

House #2

Kingston, Ontario

This brief is based on the casual observations of a consumer with some added experience as a yet unpublished writer. The brief is subdivided into three compartements.

A) The lack of competitive ability of Canadian publishing firms.

B) Necessity of maintenance of Canadian publishing firms.

C) Some suggestions to help correct the problem.

A) The lack of competitive ability of Canadian companies seems to be related, at least in part, to the following problems:

1)There are no apparent direct subsidiary outlets for Canadian publishing firms in foreign countries as there are for their foreign counter parts in Canada.(i.e. Random House and Doubleday of the U.S.)

2)There is little competitive involvement in the paper back industry in Canada by Canadian owned publishing firms. The small percentage of time when paperbacks are produced, they seem to make the following mistakes:

a)The quality of the materials used in the production of Canadian paperbacks per se, seems to be too good. The good quality cardboard and paper must have some effect on cost production with a consequent impact on the retail price of the book. The average paperback produced by foreign owned or controlled companies range in retail cost from $0.50 to$1.50. It is not uncommon to see Canadian produced paperbacks range in retail cost from $2.00 to $5.00. This price is a little exorbitant for the average person buying books on a routine basis. This high cost to consumer would tend to decrease an already small market outlet.

b)Part of the problem related to difficulties both in paperback sales as well as over all sales seems to be the over kill reaction of Canadian publishing houses attempting to reflect and help in the development of Canadian culture and talent. Their intentions and motivation are good, but a steady stream of books that have either the word"Canadian" or an equivalent word as a component of the title and invariably seem to be historical, geographical or autobiographical in nature, is just a little overwhelming at times. The selection may, in all fairness, also reflect retail outlets practices of purchasing books for sale when dealing with Canadian publishing firms.

B) Necessity of maintenance of Canadian publishing firms.

American companies often follow the practice of either using their Canadian office strictly as a business office with no actual printing done in Canada, or do printing in Canada, but only through contract with their parentfirm in the United States. It seems that a Canadian publishing firm purchased by an American firm may run the risk of degenerating into a glorified equivalent of a Canadian office for the parent American firm. Therefore we would have a shrinking outlet for Canadian culture and artists with a consequent loss of identity and profit to Canada.

C)Suggestions:

1)Interest free loans to Canadian publishing firms to help them during times of financial difficulty. These should not be forgivable loans as this would create too much dependency on Government - a trend that should be avoided in this area of endeavour in our society if we are to maintain a truly free publishing press in a truly free society with no potentially untidy attachements between Government and the Canadian publishing industry. If financing is made too easy, we could develop an Industry that may gear some or a major proportion of its output to fit what it feels would be an acceptable product to get the necessary Government

subsidy for its livelihood. This would be a very dangerous and sinister development if allowed to happen.

2) Possibly all Canadian publishing firms could support a continuing advertising campaign, with Government assistance, through a Canadian publishers association, to stimulate Canadians to read more books. Individual book publicity would still be handled by individual firms.

3)Canadian publishing firms could publish some more good honest competitive fiction that may not even mention Canada or any part of it. In short, sell the quality of a Canadian author's work without forcing him to introduce an artificial component for the sake of a sale in Canada.

4) Encouragement of direct Canadian outlets in countries such as the U.S. to expand the market of Canadian firms on a direct competitive basis into the home territory of many foreign firms that are doing the same thing in Canada. This would merely be a reciprocation of the freedom offered them in our country.

5)Encouragement of a more direct involvement on a more competitive basis in the field of paperback producion and sales.

6)Study of purchasing practices of libraries and retail outlets with regard to Canadian publishing firm books. Part of the purpose of such a study would be to see if there is a "quirk" in purchasing practices when dealing with Canadian firms.

7)Study of foreign laws relating to their own publishing industries to help in the creation of legitimate legislation to assist the Canadian publishing industry help itself without too much artificial propping by Government.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

COMPKEY LIMITED

JUNE 14, 1971

Brief

to the

ROYAL COMMISSION ON BOOK PUBLISHING

on the affect of new

typesetting technology

on the

Publishing Industry

in Canada

June 14

Compkey Limited

Ottawa, Ontario

Comkey Ltd. is in the business of trade typesetting with a difference.

Instead of using typical keyboards such as the 90 key linotype keyboard or the 288 key Monotype keyboard, we use standard IBM Selectric typewriters which are on-line for 10 hours per day to an IBM computer at Alphatext Systems Limited. Instead of pulling galleys for proofreading, we correct the contents from computer high-speed printouts. Instead of typesetting commands being the responsibility of the keyboarder, we simply specify the final format once at the beginning of the document and insert very simple delimiters in the text.

If we have corrections or even updates a year from now, we simply key the changed information on our typewriter and corrections and reformatting is handled automatically by the computer. (We can store the the equivalent of 50 tons of standing type on one computer magnetic tape.)

After we've satisfed ourselves that the content is correct and after we have obtained a sample of the final format, the documents are displayed on a Cathode Ray Tube Phototypesetter at Alphatext at a rate of 200 to 500 complete pages per hour.

The end result is either positive paper or film ready for the preparation of printing plates. Incidently, we are now also testing direct display onto paper plates.

There is nothing unique about these production techniques; each is individually in use in the States today.

The difference? First, this is the first instance we are aware of where one system of on-line keyboards through to an on-line computer photo-typesetter has been integrated into a system which can be used to typeset books and periodicals of all kinds, as well as the directory-like jobs that have typically been handled by computers. Second, we have proven that the combined production techniques are economically viable.

We now have 6 typewriter keyboards which are equivalent to 15 Linotypes, 8 employees and annualized sales of $200,000. We expect our sales to be $400,000 to $500,00 next year. Our investment was very small because we purchase services and apply them, rather than buying capital equipment. Our costs, thus, are variable.

Before we define our needs, I believe it is important that the Commission recognize that the proportion of typesetting in publishing in Canada, is perhaps five times that which it is in the U.S. This means that the effect of our type of service on the improvement of

productivity of publishing in Canada could be quite significant.

We wish to present today, recommendations on the form of support that would be most useful to us at this stage of our growth.

1. Our training costs to improve the technical proficiency of our personnel are a burden. The cost of training typists and secretaries on the use of the system should be subsidized by the government. In addition, the government could give course of study and training in existing educational institutions.

2. We have found it to be extremely difficult to raise capital for the expansion of our Company. We believe the primary reason to be that we are a technological based innovative company. Until such time as this is considered to be an advantage and not a disadvantage, government should provide working capital in the form of investment in partnership with private venture capital.

3. Our services are exportable but the cost of starting-up in the U.S. market is prohibitive. The government should make available low cost export development funds.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

DR. D. C. BAIRD

JUNE 14, 1971

A Brief
submitted to the
Royal Commission on Book Publishing
by
D. C. Baird

My justification for offering a contribution to the Commission arises from my experiences in the field of a very restricted type of publishing, that of university-level text books. Nevertheless since this does constitute an important area of publishing and is legitimately of national concern, it may be that the experiences of individual authors, although not extraordinary in themselves, may contain elements which, in summation overall, can offer guidance regarding the development of Canadian publishing.

At some time around 1960 a set of notes on physics laboratory work which I had written and which had been duplicated for internal distribution within RMC was found by a visiting representative of a U.S. publisher. He asked if I had considered publishing them, (I had not) and asked if he could take a copy to his head office for review. The reviewers produced some flattering remarks and the chief editor for the physical sciences suggested a contract to publish. Having some feelings about Canadian publishing, I took the manuscript to the only Canadian publishing company which was active in the area of university science publishing. They were very interested and, once again, received favourable comment from their reviewers. However they were not prepared to make an offer to publish. The proposed book was apparently of a sufficiently innovative character that they were "unable

to take the risk" of publishing. I was initially sorry that the book was not to be published in Canada but my attention was soon diverted by the problem of deciding among the competing offers from US-based publishers. The book was shortly thereafter published by the first of the publishers involved, the one who had taken the initiative to consider it at the outset.

The book was blessed with favourable reviewers and quickly became identified as an unusually successful production. It has since gone through many reprintings and become an adopted text, not only in North America but over the whole world from Hong Kong to Cairo. Even although adoptions in Canada have been comparable with those elsewhere, the fact to which I wish to direct attention is that the total volume of sales in Canada can not have exceeded 5-10% of the total. The lesson is that, at least in this kind of publishing, it is totally inadequate to think about "Canadian" publishing. There is only one thing to think about and that is world publishing. Our prospective Canadian publisher of ten years ago was completely incapacitated by his limited horizon and he was actually correct in his decision: even if he had published the book, he could never have given it the world-wide promotion and circulation which it did receive. The success of the American publisher, on the other hand, was due largely to the almost completely universal extent of their distribution facilities. These distribution facilities in other countries

are almost invariably in the form of wholly-owned subsidiaries bearing the name of the parent company, a vital feature which, I suspect, makes for much more vigorous distribution of a book than does an agreement with a local publisher.

To summarize, then, the main point of my submission is that, as a consequence of my own experience, I believe that we must no longer think about "Canadian" publishing but we must think instead about publishers with world-wide distribution and hope that one of these can be a home-grown product, based in Canada.

The advantages of this are several but I shall mention only two:

1) It will certainly become increasingly difficult, probably to the point of impossibility, to publish books for a market limited to Canada. Therefore Canadian authors will be increasingly forced to publish with one of the giant international corporations, almost inevitably in the US. I think most of those who do would be much happier to publish with a Canadian-based international company than with a British or US-based firm.
2) A more important point is that there is a certain field of publishing in which interest <u>is</u> limited to Canada because of its subject material, Canadian art, history, architecture, geography etc. This is a field in which we have seen enormous progress in

the last ten or fifteen years. The offerings in book stores in Canada have been revolutionized by the efforts of publishers like McClelland & Stewart, Ryerson Press, University of Toronto Press etc., and the books of purely Canadian interest which have been published have been a delight and a sorely needed contribution to national life. However, as one might expect, the financial consequences of such activities have become visible in the events which prompted the formation of your Commission. With the present costs of production, particularly of the kind of book which we are discussing (art books, etc.), it may be that publishing for a market of 20 million can never again be profitable. Nevertheless, it would be tragic if this newly developed publishing activity were to die out, and the question is-from where should the subsidy come? I am completely firm in my view that it should come from the profits of those areas of publishing which are undoubtedly profitable, i.e. publishing for the world market. However we are entertaining delusions if we believe that some corporation based in New York is going to spend some of its hard-won profits to absorb the losses incurred by publishing in Canada, for Canadians, a book on Canadian antique glass. I do believe, however, that a multinational giant publisher, based in Canada, <u>would</u> be prepared to make such a contribution to Canadian national life.

The only problem, of course, is how do we create instant giant publishers? One must have capital, and the visible financial condition of Canadian publishers makes it clear that they are unable to tackle such a growth problem alone. However such problems in growth are not as great in publishing as they are in other areas of commerce or industry. No capital equipment is required and a subsidiary company can be set up in a foreign country with costs limited initially to office and storage space, salaries, promotional material and little else. As publishing starts, printing costs will, of course, be a big factor but by the time that stage is reached, financial returns and possible profits are close. My feeling is that this is a valid field for government investment in partnership with private financing in a relationship like that of, for example, British Petroleum in which approximately half the shares are owned by the British Government but whose intentions are unapologetically profit-oriented. There is no doubt that we have the publishing skill in Canada to enter the big league, and all it would take at the moment is an injection of investment capital to make a start. I think the one real proviso is that our sights must be set high enough at the outset so that we can break into world markets under our own name right from the beginning, and we can avoid the risk of financial failure through inability to meet the competition. If that proviso is met, I am sure it would be a profitable undertaking - it already is for many international publishers and there is no reason that one of them should not be based in Canada.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

CANTERBURY HOUSE
ANGLICAN BOOK SOCIETY

JUNE 14, 1971

A brief to the Ontario Royal Commission on Book Publishing, June 14th, 1971
presented by CANTERBURY HOUSE, Anglican Book Society, 228 Bank Street, Ottawa.

(CANTERBURY HOUSE is principally a retail bookstore carrying on both a local trade in Ottawa and a mail order business from coast to coast. CANTERBURY HOUSE acts as Canadian distributor to the book trade for three U.K. publishers and one U.S. publisher. While our prime concern is in the areas of theology, philosophy, sociology etc. we maintain good stocks of quality general books with an emphasis on Canadian content.)

While we share a genuine concern with the whole book industry on all matters relating to printed books, at this time we offer observations and suggestions in three areas only; distribution, merchandising and pricing.

DISTRIBUTION:

The procurement of books not printed in Canada is one of the booksellers major obstacles. While certain publisher/agents i.e. MacMillan of Canada, G.R. Welch Co. Ltd., McGraw-Hill Co. offer excellent order fulfillment, often within three or four days, the vast majority, by their lengthy delivery periods, (three to four weeks) provide little incentive for the local reader to use their neighbourhood bookstore as a dependable source of basic books. The delivery of goods here mentioned is for books in the publisher/agent warehouse. Delivery of books out-of-stock or otherwise is again a most protracted matter with many suppliers taking seven to eight weeks or more to fulfill a requisition. It is our opinion that booksellers should be free to buy direct from the publisher. Our experience has proven, beyond a shadow of a doubt, that we have been most useful to the reader and successful financially when we have been free to buy from the most ready source - usually this means direct from the publisher or a reliable jobber in the country of origin. In short, the total mechanism of wholesale distribution in Canada is woefully antiquated.

MERCHANDISING:

If Canadian publisher/agents expect to successfully market not only their own marginal publishing programme but that of publishers they represent (the bulk of most publisher/agent lists) they ought to develop, together, co-operative merchandising methods: i.e. Trade Book Fairs each autumn in major cities, a national advertising campaign to place before the general public the value and place of books in ones life, etc. (e.g. something like the Ontario Milk Board did when their slogan was flashed about the countryside - "Milk is Good for You".)

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PRICI

U.S.A. Books: The majority practice of uplifting the U.S.A. retail price by 20-40% discourages a healthy market of books in Canada. The publisher/agent justifies this increase to cover exchange, increased handling and duty. However, the fact is that for the past year the dollar has been almost at par and even during those years when there was a differential of about eight cents, the 10% they always charged to exchange in fact amounted in real costs to only 4-5%. The reason being the importer was paying only 8% on their landed cost while they were charging the reader 10% on the U.S. retail. While "handling" is a legitimate cost the amount can vary considerably in relation to the importers efficiency. The third additional cost of Federal duty amounting to 10% can again be a variable. Firstly this charge is made only on the landed value and therefore does not constitute a legitimate 10% increase on the U.S. retail price. Secondly all books classified as religious or on the required reading syllabus of any school board are duty free. However most publisher/agents still apply the 10% duty increase. If U.S. books were to be retailed at prices closer to par it would virtually wipe out the massive practice of "buying around" and retain more dollars in Canada thus stimulating a healthier local market. The following is a general example of high Canadian retail prices in relation to the U.S. price: An American religious paperback is imprinted "$2.45 U.S.A. Slightly higher in Canada." The slightly higher in Canada turns out to be $3.25, an increase of about 35% on a duty free title. The intelligent reader will usually question the bookseller as to what constitutes a 35% increase and how it can be construed in terms of "slightly higher."

UNITED KINGDOM Books: It is our opinion that while books from the U.K. are more fairly priced reductions can still be made. The general rule of converting the new pence at four cents is largely justified by comparing marketing overheads in Canada with those in Britain. e.g. book industry costs for labour alone are about double those in the U.K. to say nothing of rents, maintenance and transport. In its report on patent and copyright law the Economic Council of Canada observed that artificially-inflated prices on foreign books is an objectionable way to achieve a healthy Canadian book industry. While this is certainly true of U.S. imports the artificiality does not hold true in total to U.K. imports. In comparing the retail cost in Britain to that in Canada the Council took into account only a 7% increase to cover postage and handling whereas the total cost of selling

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a book in a Canadian bookstore, as against a U.K. bookstore, is considerably more than 7%. Furthermore, the bookseller receives a 33 1/3% discount from the U.K. publisher whereas the common margin in North America is 40%. This alone leaves the retailer with a difference of 6 2/3% to make up.

In summing up we would recommend that the publisher improve considerably his distribution to the retailer, promote co-operatively the whole story of "books" to the general public, and that the bookseller, publisher and publisher/agent actively work together toward making available books more closely related to the retail cost as applied to the country of origin.

Donald E. Meakin,
Manager.

Borden C. Purcell,
Chairman.

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

OBERON PRESS

JUNE 14, 1971

Province of Ontario: Royal Commission on Book Publishing

Brief submitted by Michael Macklem for Oberon Press

14 June, 1971

At this late date I don't intend to rehearse the ground that must by now be all too familiar to you. I assume that you know as much as I do about the publishing industry in Canada, if not more.

I assume you understand very well the basic problems we have to contend with. The central problem, in a word, is the fact that our potential market is small and widely scattered. The real nature of this problem was brought home to me one day when I was reading Leonard Woolf's memoirs. He remarked in passing that in the early days of the Hogarth Press he had half of his total market within five miles of his London office. By contrast, we travel at least 10,000 miles a year from Victoria to St. John's and spend long periods on the road away from Ottawa.

What this means, as everyone knows, is that the typical Canadian publisher has comparatively short print runs and comparatively high unit costs. There's nothing special or unique about this. The publishing industry in any small country has the same kind of problem. The difficulty in our case is that Canadians share the English language with Englishmen and Americans. Canadian publishers have to survive in direct, daily competition with British and American publishers, who have far larger markets in which to sell their books and therefore far lower unit costs.

The typical American publisher can sell a successful American paperback in Canada for 95¢ and he can spend perhaps $25,000, perhaps $50,000 on promotion. The typical Canadian publisher has to sell his Canadian paperbacks for something

like $2.95 and if he has $250 to spend on promotion he's lucky.

It's pretty obvious that in a situation like this Canadian books are going to get the short end of the stick---and so they do.

Most of the witnesses who have appeared before you have argued that the only way of giving the Canadian publisher a chance is to subsidize the publication of Canadian books. I think there is no doubt that this is absolutely true. If Canadian publishing is to survive the Canadian publisher must be in a position to reduce his unit costs, and if he is to do this I can see no alternative to public assistance.

Indeed, I don't see that this is an issue any longer. In its Interim Report the Commission committed itself to the principles of public subsidy by recommending a grant to one Canadian publisher of almost a million dollars. The crisis in McClelland and Stewart is not at all extraordinary or unusual. Several other Canadian houses are in similar circumstances. If our own situation is somewhat less desperate that's only because we are more carefully managed. I am perfectly confident that the Commission will not be satisfied with a policy that rewards mismanagement or gives one Canadian firm an unfair advantage over other Canadian firms. I have no doubt that the Commission is quite aware that the people of this province are concerned for the survival and health, not of just one company, but of the industry as a whole.

If we assume, as I do, that the Commission recognizes and has committed itself to the need for public assistance on an industry-wide scale, we can turn to the question of ways and means.

I have already dealt with this question in my written brief and I don't intend to go over the same ground again in any detail.

I believe we need a program that combines direct public assistance---that is, cash grants---with increased buying of Canadian books.

I personally am extremely grateful to the Ontario Arts Council for their help and I think they are to be commended for recognizing, as they appear to do, that their responsibilities don't end with the writer and artist but extend to the publisher as well. What's good for the publisher is good for the writer and artist. We hope that the work now being done by the Arts Council will be only the beginning, the beginning of a long and fruitful relationship between publishers and the government of Ontario.

But money itself is not enough. I would rather sell 2000 copies of a book at a loss of $200 than 1000 copies at a profit (after subsidy) of $100. Our business is to get as many readers as possible for our books, and we need help in this area just as we need it in the area of financing.

The easiest way to reach an audience for books in this country is through the library system. The public libraries in all provinces are important buyers of Canadian books. Any efficient publisher should be able to visit most of the libraries in Canada at least once a year. Too many Canadian publishers think they can sit in their offices in Toronto and wait for the buyers to come to them. It doesn't work that way. Our experience is that public libraries all over the country are anxious to buy Canadian books. Many of them, however, suffer from a chronic shortage of funds and this shortage will become more severe if librarians are prevented from buying foreign books abroad where they are cheapest and forced instead to buy them in Canada at marked-up prices. Please remember that if you require librarians in the province of Ontario to buy their British and American books from the Canadian branches of the British and American publishers, you will

be hurting Oberon, Anansi and New Press——the very publishers who most need and deserve help. Librarians who buy around have more money to spend on Canadian books. If the Commissioners wish to curtail buying around they should recommend that additional funds be made available to public libraries, earmarked for the purchase of Canadian books. Such a proposal would be desirable in any case.

School libraries present a formidable problem. There are about 3000 primary and secondary schools in Ontario. It's quite impossible for the typical Canadian publisher——lacking as he does the advantages of scale possessed by the larger British and American houses——to visit all or even many of these. This means that most school teachers and librarians know very little about Canadian books. Most school children read and learn from American books. This is a large problem and it won't be solved overnight. I think a useful start could be made by requiring schools in Ontario to spend a fixed (and perhaps increasing) proportion of their funds on Canadian books.

This whole inquiry has to do with the survival of the Canadian book as a vital factor in Canadian life. We all assume we know what a Canadian book is. Maybe this is an assumption we ought to look into. My definition of a Canadian book goes something like this: a Canadian book is a book written by a Canadian and published in Canada by a Canadian publisher. But if I were a printer my definition might go more like this: a Canadian book is a book written by a Canadian and printed in Canada by a Canadian printer. Or, since I'm not a man to mince words, it might go like this: a Canadian book is a book printed in Canada by a Canadian printer.

I think there's a real danger that the concern now felt by the public for Canadian publishing may be captured by local printers. If this happens, we may wake up and find that all our efforts have done little for Canadian publishers and still less

for Canadian writers and artists. For make no mistake: there's a big difference between increased sales of Canadian fiction, poetry, history, biography and children's books and increased sales of Canadian print.

I have nothing against Canadian printers and I understand their desire to increase their sales and profits. But my first concern is for the Canadian writers and artists whose interests I serve. I've already spoken of the problem of costs in the Canadian publishing industry. My opinion is that no Canadian publisher is doing his job if he doesn't explore all possible ways of improving his product and reducing his costs.

There are good printers in Canada, though few Canadian printers are really equipped to handle book production and there are many jobs that simply cannot be done efficiently in Canada. Examples that come to mind are the Karsh portfolio, published several years ago by the University of Toronto Press and printed in the Netherlands and Alan Suddon's Cinderella, published in 1969 by my own firm and printed in England.

The problem isn't entirely a problem of quality. There's also a problem of costs. Canadian print is typically expensive. Colour work done in the Far East, for example, costs about 65% less than in Canada, even allowing for duty and freight. Typesetting costs about 35% less. Prices in England, in Ireland and on the Continent are also favourable, depending on the kind of work to be done and the size of the print run. This means that if a given piece of colour work, say, is quoted at $10,000 in Canada, the same work can be done offshore, usually to a higher standard, for as little as $3500.

Let me make it clear that this isn't just a matter of profit and loss. You'll probably make a loss anyway. The question is how much. Next year we're planning

to publish a book on Thomas Davies, the first painter of the Canadian landscape. The book will contain reproductions of all of Davies' Canadian paintings. If we can have this book printed abroad without prejudice, we will go ahead with the project. If we are required to print it in Canada we'll scrap it.

In my opinion it's most important that programs intended to encourage the publication and sale of Canadian books should not be limited in their application to books manufactured in Canada. If they are so limited they will defeat their own purpose. They will reduce the number of Canadian titles published each year and make the work of Canadian publishers more and not less difficult.

If we have been more successful in making ends meet than most Canadian publishers it has been for two reasons: because we have taken to the road and shown our books to buyers in every part of Canada and because we have consistently pursued a policy of buying print wherever we could get the highest quality at the lowest price.

That is why I urge the Commission to do whatever it can to increase the capacity of Canadian buyers to buy Canadian books, regardless of where the paper comes from or the ink. We want Canadians to speak to other Canadians——with the tongues of angels if possible——and nothing else should matter.

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

UNIVERSITY OF TORONTO LIBRARY

JUNE 14, 1971

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BRIEF TO THE ONTARIO ROYAL COMMISSION ON PUBLISHING

INTRODUCTION

We applaud the action of the Government of Ontario in establishing a Royal Commission on Publishing at this crucial stage in the development of a Canadian publishing industry. The work of the Commission should, we feel, do much to ease the transition from a system which, while it has served well in the past, is now apparently less capable of dealing with a new situation. We recognize the vital role the Commission can play in establishing firm foundations for Canadian publishing in the future. We accept without question the present and continuing need for a strong industry to publish Canadian books, books written by Canadian authors and edited and designed and produced in this country.

While the University of Toronto Library collects Canadian publications as comprehensively as possible, and has gathered a significant collection of Canadian manuscripts, its interests go far beyond Canada. Its official task is to provide any member of the University with access to any work he may wish to see, no matter when or where it was published. It makes no attempt to provide textbooks, but aims rather at the selective coverage of world publications, mostly in one copy, for purposes of research. Its acquisition program depends heavily on imports through specialized agents in many countries. Its typical user consults many books in a day, dipping here and there, taking notes for future reference and quotation. It is used not only

by students and staff of the University, but also by the general public including a generous number of authors and editors who reside in this part of the country.

Our brief deals with the questions of photocopy and of book purchasing, as seen from the vantage point of our Library. It includes some appendices related to these topics, plus a special appendix, number I, on "public lending right", a matter which is not of immediate concern to our Library but one in which your Commission has expressed some interest.

PHOTOCOPY

We comment on this subject because the Commission has received suggestions that photocopying by libraries is a threat to the publishing industry and to the financial incentives which may help to encourage the creation of new works. We gather that this point of view will be advanced in some detail by the Canadian Copyright Institute. Unfortunately, as a mere associate member of the Canadian Copyright Institute our Library has had no access to the Institute's brief or any discussions on which it may be based; consequently we are not in a position (as the Canadian Book Publishers' Council (CBPC) was) to comment on the Institute's brief in advance. We must assume therefore that the Institute's brief will be along the line developed by R. C. Sharp, executive director of the Institute, in his article on "Licensing the photocopier" in Scholarly Publishing (vol. 1 no. 3,

April 1970). In fact, the CBPC appended a similar article by Mr. Sharp to its own brief to the Ontario Royal Commission on Post Secondary Education last January.

Sharp's article proposes that agencies which wish to engage in the photocopying of copyrighted works should be licensed to do so, and should pay a per-page fee for pages so produced. We think that there would be rather severe practical difficulties in administering such a scheme. Among them is the fact pointed out in the recent Report on Intellectual and Industrial Property by the Economic Council of Canada (p. 144); Canada is a heavy net importer of publications, and would be a net exporter of copying fees. The whole business of recording copies and collecting fees and distributing proceeds would be very low-grade ore as far as Canada is concerned; Canadian books account for something like two per cent of our photocopying.

However, it may be that some sort of licensing and fee would still be the best protection against the photo-replication which is said to take place in schools and government departments and large corporations and libraries, and we have no objection as long as there is clear recognition that a single copy, made on request for the purpose of research or private study, does not require either license or fee. If licences were available for making multiple copies, we might consider getting a license for one of our machines, so that we would no longer have to refuse the occasional requests we get for multiple copies. However we should have to think about it carefully, as we have no wish to become publishers or to serve as a production and sales branch on behalf of publishers.

At present our Library makes about half a million photocopy

exposures per year for individual readers. As a matter of policy we do not offer copies for sale or distribute copies for classroom use; we simply provide a service through which an individual reader may obtain an excerpt for his notes more quickly and accurately than he could copy it by hand. An analysis of what we copy on staffed machines was published last year in the Canadian Library Journal (vol. 27 no. 5) and is attached to this brief as Appendix II. The following points are worth noting:

(a) of the 1,108 publishers whose titles appeared in a two-week sample of our copying, 82 per cent were represented by only one title;

(b) the average length of items copied was 12 pages;

(c) 78 per cent of the pages copied were from serial publications, of which 83.5 per cent were more than 14 months old and 63 per cent were more than five years old. It should be noted that in the learned journals which would make up the bulk of this number, most publishers do not hold stock beyond a few months and most authors are unpaid - indeed they are seeking dissemination of their work and in some journals they pay a substantial page-fee to the publisher.

(d) In the 21,483 pages copied in the sample, the Canadian content was fairly low, as follows:

Canadian serials.....5.3 per cent

Unpublished Toronto theses.....2.2 " "

Books with Canadian imprint.....2.1 " "

Canadian government publications.....1.5 " "

(e) Of the Canadian serials copied, 82.3 per cent were more than 14 months old and 64.7 per cent were more than five years old. Of the Canadian books in the sample, 57.4 per cent were more than five years old and 46.3 per cent were more than ten years old. That is, in the whole sample, roughly one per cent of the material was from Canadian books less than ten years old.

(f) Our Library has five staff-operated copying machines and three coin-operated machines, compared to at least 125 machines in various parts of the University and perhaps as many as 20,000 machines in Metropolitan Toronto. Since we lend about two million items a year, it is fair to assume that some library material is copied outside the Library.

A further two-day sample was taken this spring, including the traffic on our coin-operated machines, and will be included in the information to be presented to your Commission by the Canadian Association of College and University Libraries.

The photocopying which we do is obviously one of our essential services to scholarship, and we are confident that it falls within a reasonable definition of "fair dealing". Unless and until somebody produces good evidence to the contrary, we have no reason to think that our copying is harmful either to the authors or the publishers of what we copy.

UNIVERSITY LIBRARY BUYING PRACTISES

We are disturbed that both before this Commission and elsewhere a number of critical statements have been made concerning the buying practices of university libraries in relation to the publishing of Canadian books. We are even more concerned that while there has been a great outpouring of words about this matter, there has been practically no evidence adduced, and some figures which have been quoted are very far from being correct. We consider it as basic that this Commission should have real evidence put before it upon which it can make its judgements. To this end, and to illuminate part of the picture which we know, we offer the following evidence. All the invoices and other documents on which the following figures are based are freely available on a confidential basis, on request, to the Commission.

Expenditures of the University of Toronto Library

The University of Toronto Library is the biggest in Canada and one of the seven largest university libraries in North America. (See Appendix III). The information we give concerning its needs for printed material may be regarded as reasonably typical of large university libraries and indeed of small university libraries, although most smaller libraries cover a narrower range of subjects and put less emphasis on antiquarian and foreign publications.

In the fiscal year 1969-70 the University of Toronto Library received from the University a total budget of $6,449,032. This amount provided for the salaries of the staff, the purchase and rental of supplies and equipment, travel, the maintenance of a delivery and collection service within the University, and numerous other expenses

incidental to the running of a large university library. Also included in this sum was the amount of $1,623,195.00 for the purchase of all kinds of material required to maintain and enhance the collections. (This figure represents amount available in 1970). From this latter amount we may immediately dismiss from our discussion the sum of $129,913.45 which was spent on binding, rebinding and repairing books in our collections, a sum of which 93.7 per cent was spent in Canada.

The remaining purchase fund of $1,493,281.55 was spent on:

(i) newly published books from most countries of the world.

(ii) out-of-print and antiquarian books and reprints of these from most countries in the world.

(iii) subscriptions to periodicals (magazines) being currently published all over the world.

(iv) back files and reprints of periodicals, again from many different countries.

(v) microfilms, microfiche, microcards etc. These are means of reproducing previously published material which can no longer be purchased in the book markets of the world. Microforms are also occasionally used as a means of publishing new material.

This brief characterization of the different types of material which we acquire shows that our needs are worldwide and irrespective of language, and that a basic requirement is free, unhindered access to the book markets of the world. In Appendix IV we show the number of different sources of supply in ninety-nine

different countries that it was necessary for us to use in 1970 in our attempt to satisfy the demands made upon us for books. It should be noted that a source may represent the purchase of one book or a thousand. Indeed it is a characteristic of the purchasing of university libraries that only one copy of each title is bought, except for a restricted range of titles in which an undergraduate or reserve collection requires several copies.

It would be unrealistic to think that more than a small portion of this material is available through sources in Canada. The categories shown above on page may be summarized as follows:

Category	Available from Canadian sources
(i) (new books)	some of the commercially published English language material, hardly any of the non-commercially published material, hardly any foreign publications in languages other than English.
(ii) (out-of-print)	some Canadian material, very little else out of the vast range of worldwide publication since the 15th century.
(iii) (subscriptions)	apart from Canadian publications, practically nothing.
(iv) (back files, etc.)	apart from Canadian publications, practically nothing.
(v) (microforms)	practically nothing except for the small amount produced in Canada.

The raw figures to illustrate this summary for University of Toronto Library are as follows, drawn from paid invoices in the Library's files:

Calendar year 1970

Book budget available $1,623,195.00

			$
Spent in Canada:	1.	New book dealers and agents	175,243.39
	2.	Second hand, antiquarian dealers	77,436.86
	3.	Periodical subscriptions	41,363.87

			$
	4.	Miscellaneous	22,462.42
Sub-total $316,506.54			
Spent in U.S.A.:	5.	New book dealers	130,013.10
	6.	Second hand, antiquarian dealers	121,852.33
	7.	Periodical subscriptions	149,865.68
	8.	Miscellaneous	64,975.67
Sub-total $466,706.78			
Spent in U.K.:	9.	New book dealers	65,474.76
	10.	Second hand, antiquarian dealers	70,198.85
	11.	Periodical subscriptions	48,629.21
	12.	Miscellaneous	21,988.32
Sub-total $206,291.14			

This accounts for $989,504.46. The sum of $129,913.45 was spent for binding. The remaining $503,777.09 was spent in purchasing books, periodicals, back files, microforms and so on from 96 other countries in the world.

In the table given on page 9 only categories numbers 5 and 9 contain any representation of publishers in Canada through the agency or branch office system. Thus out of a total expenditure of $1,623,195.00 approximately $195,487.86 could possibly be subject to the charge of buying around, which we have been assured is the major factor in the ruination of the Canadian publishing industry. (Time 1 March, 1971 p. 8A; Burns & MacEachern Ltd. (Brief to the Royal Commission on Publishing) pp. 6-7; General Publishing (Brief to the Royal Commission on Publishing) pp. 4-6; Macmillian Company of Canada (Brief to the Royal Commission on Publishing) pp. 23-24; Canadian Book Publishers Council (Brief to the Royal Commission on Publishing)

pp. 33-36 and also (Brief to Wright Commission) pp. 9-11, to name only a few sources.)

As mentioned on page 8 these figures are 'raw' figures and we must subject this $195,487.86 to further scrutiny. When we do so, from the evidence available in our library records, we find that:

(a) approximately 15 per cent of the orders which we place first with agents in Canada are unfullfilled for one reason or another, and have to be placed with dealers outside the country.

(b) an appreciable amount of our American and British buying is accounted for by the purchase of reprints (there is practically no representation of reprinting firms in Canada)

(c) there are substantial publishing ventures which are not represented in Canada. (e.g. Mansell Company's (London) publication of the U.S. National Union Catalogue, following upon their publication of The Catalogue of the British Museum; we spent $7,390.45 on these alone in 1970).

(d) finally, of the utmost importance to university and research libraries who are concerned with the whole universe of publishing (not just that relatively small part of the commercial output handled by agents in Canada) is the fact that in the world more is published by non-commercial publishers than by commercial publishers.

Availability of Books from Canadian Sources

This last point is generally disregarded and indeed is so little known that it deserves some consideration here. The major publisher in practically every country of the world, in terms of quantity of titles, is the government ofthat country; in quantity it is usually followed by non-commercial sources, such as learned societies, associations, interest groups and individuals. The third group, with the smallest number of titles, are the commercial publishers.

The whole universe of publishing in Canada for the year 1970, for example, is as follows:

	Titles
Books published in Canada (both commercial and non-commercial)	3,457
Federal Government publications (received by The National Library)	3,499
Provincial Government publications (received by The National Library)	3,012
Total production	9,968

(Source of figures: National Library of Canada: Appendix V)

Of these books, 316 were school texts and childrens books. That is, only about 3,141 could possibly be considered of interest to University libraries. We took two issues of Canadiana (December 1970 and January 1971) and from a sample of 380 Canadian publications both commercial and non-commercial, arrived at an average price of $3.76. Thus a library buying one copy of each (typical of university library purchasing) would spend $11,710.16 on Canadian commercial and non-commercial publications in one year.

Again for The United States of America the figure normally used to illustrate the total amount of publishing is that published

by Publishers' Weekly which for 1970 gives 36,071 titles (Source: Publishers' Weekly vol. 199 no. 6, February 8, 1971). But in addition the Federal government, let alone the State governments, published 18,405 titles in 1970. In addition to this another agency, the U.S. Department of Commerce's Clearing House for Federal scientific and technical information added 42,000 titles in 1969/70, making a total list for this agency of more than 620,000 titles available. (Source: U.S. National Bureau of Standards. Report, 1969-70, p. 194)

University and research libraries are concerned with this whole universe of publishing, and purchase heavily from each sector. To illustrate the effectiveness of the agency system in Canada in representing this output we refer to Appendix VI. The Bowker Co. of New York publish the Literary Market Place 1969-1970, and on pages 1 - 154 it lists the most active publishers in the U.S.A., amounting to 682 firms and organizations. A cross-checking of this list against the Directory of Canadian Publishers, Fall 1970, published by Quill and Quire reveals that only 279 are represented in Canada, which is only 41 per cent of the "most active" American publishers. The remaining 403 are listed by name in Appendix VI. It should be noted for example that this list of non-represented American publishers contains almost all the University presses.

We have shown then a more complete picture of publishing in both Canada and the United States of America and of the representation of American publishing in Canada. Lack of time has precluded doing the same for the United Kingdom.

On the basis of the foregoing, and of a sample item-by-item analysis of our invoices (again lack of time has prevented us from taking this further) we can estimate what proportion of the purchases in categories 5 and 9 on page might possibly have been spent with

agents in Canada. Categories 5 and 9 show a total of $195,487.86 spent on in-print books in Britain and the United States, and our most generous estimate is that 50 per cent of it, or $97,744 might have been spent with agents here, supposing that the books we required were in fact available when we needed them. For some light on this question of availability see Appendix VII where it is shown that approximately 58 per cent of in-print English language books that one might have expected to be available were not in fact available from local agents.

If we then follow the line of argument that the profits from money spent with agents are used to support the publishing of Canadian books, and extract from the report of Ernst and Ernst, The Book Publishing and Manufacturing Industry in Canada, 1970 p. 33 that "6 per cent [profit] is generally considered quite favourable in this industry", we arrive at a possible profit of about $5,864.00. This is hardly an impressive sum in an industry which grosses $160,865,000 per annum (see Ernst and Ernst p. 19).

We are however not at all convinced that profits accruing to importers/agents do in fact result in the publication of Canadian books, and we believe that this whole agrument needs urgent, critical, factual analysis. We ourselves cannot attempt this analysis, as in the avalanche of words descending upon this Commission we have found little hard evidence. We believe, on such evidence as we do have, that the argument may have some substance for a very small handful of firms, but that it cannot be upheld for the industry as a whole. Appendix VIII shows such evidence as we have been able to find. It gives an indication of the contribution made to Canadian publishing by different

firms. In the face of this we cannot but agree with the statement made by The Economic Council of Canada in its Report on Intellectual and Industrial Property p. 154. "If there were some clear association between the amount of agency business available to individual publishers on the one hand and their support of Canadian authors and production of Canadian textbooks on the other, the cross-subsidization argument might carry somewhat more weight. But no very definite pattern of this sort is apparent."

It follows therefore that an indiscriminate subsidy to the industry, that is any subsidy flowing through profits accruing from agency business, would be wasteful and would not, very probably, achieve the object of strengthening the Canadian publishing industry. Indeed it would be discriminatory in that it would tend to confirm a pattern of operation in the industry which, although widespread, is not common to all firms and would tend to inhibit the creation of new Canadian publishers who do not have agency business. The trend toward the creation of new Canadian publishers of the latter kind has been quite marked in recent years, and at least one well--established publisher has dropped its agency business. It is clear from our Appendix VIII a,b,c that the committment of agency firms in Canada to Canadian publishing covers a wide spectrum ranging from the very small number who do seriously contribute, through tokenism by the majority, to an appreciable number who make no effort whatesoever to publish books by Canadian authors.

The practical availability of British and American books through agents in Canada is not merely a matter of listings and the ability to deliver, but also a matter of pricing. The pricing practices

of agents are a jungle (see Appendix IX which is culled from our own records and confirmed, whereever possible, by telephone calls to the firms concerned). To draw full conclusions we would require further figures which we do not have access to, such as: discount allowed by the publisher to the agent; money conversion rate used; the agent's mark-up; discounts allowed to different customers; and so on. But even from the information we have it will be seen that practices vary widely, and it could be argued that inefficient firms and those that are basically not economically viable have been protected by the lack of clear information, and enabled to survive when they should not. Probably this situation in itself has contributed in part to the present crisis.

RECOMMENDATIONS

What has gone before has been a small and admittedly very imperfect attempt to illuminate one small part of the whole problem facing this Commission.

We would now, in a rather discursive fashion, like to present our recommendations:

(i) That nothing should be done which would in any way interfere with libraries' direct access to the world's book markets.

(ii) That the Commission should not recommend any measures that would attempt to establish subsidies for publishers and/or agents at the expense of libraries.

(iii) That continuing studies be made of the book industry in

Canada and that the Dominion Bureau of Statistics be fully involved. It is clear that insufficient hard information is available concerning the book publishing and distributing industry in Canada.

(iv) Statements have been made both before this Commission and elsewhere that some firms are inefficiently run and badly managed. We feel it would be helpful if training courses and apprenticeships were made available to the people involved; and if a group of consultants were made permanently available, at costs that could be borne by small publishers, in such fields as finance, accounting, management, inventory control, merchandising, and editorial work, it would be to the advantage of the industry.

(v) That for authors, more and better grants be made available on the basis of promise or proven merit, either through existing agencies or if necessary by the creation of a new body.

(vi) That more financial aid on appropriate terms be made available to publishers for specific books or projects.

(vii) That what is typically an undercapitalized and by nature a marginally profitable industry be enabled to survive by the provision of a permanent stand-by development fund to make loans at terms that it is economically feasible for publishers of Canadian books to accept.

(viii) That Canadian publishers be encouraged to export Canadian books, rather than rights.

(ix) That a permanent development council be established to oversee and if necessary directly administer the programmes outlined above and those likely to develop in the future.

APPENDIX I

Public lending right

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Public lending right

Since the Commission has shown some interest in what is loosely referred to as a "public lending right" I present a few comments based on notes taken last month in Scandinavia and Britain.

The schemes which have been in force in the Scandinavian countries for several years are means of distributing national funds to native authors, and as such they must be commended. It is of course not clear that financial rewards are a primary incentive to the production of important literary works, since there are many famous instances in which authors have persisted in their work at the expense of their own comfort or personal safety. Neither is it easy to say on what basis a state should assist its authors: should it reward them according to their artistic promise, their proven literary merit, the national importance of their writing, the volume or frequency of their published works, the price and sales record of their work, their popularity among people who borrow from public libraries, their financial need, their age, or some other factor? Despite these questions, it is obviously desirable for a state to encourage and honor its authors in some practical way.

The Scandinavian countries have a special problem which is quite different from anything we have in Canada: their reading public is heavily dependent on works and translations in the native language. A quick count in the systematic catalogue in the Uppsala Public Library indicates that about ninety per cent of the books are in Swedish and printed in Sweden. Translations are not only from works in English and German and such, but also from works by authors in the other Scandinavian countries. Their public libraries

buy relatively few foreign publications, so that the native authors and publishers have what amounts to a linguistic monopoly in a fairly small market.

In Norway, the state sets aside a fund equivalent to five per cent of the purchasing funds of public libraries, and uses a small part of it as an emergency fund for needy authors or their widows. The major part of the fund is used by the state to buy 1,100 copies of each new Norwegian book (belles lettres only) for distribution to the (sometimes reluctant) public libraries in the country. For publications supported in this way the publisher is required to pay an author's royalty of fifteen per cent instead of the customary ten, and so the author's assistance reaches him in the form of enhanced royalties, based on the price and sales record of his book.

In Denmark there is a state fund from which every Danish author receives a small sum every year (currently about 1.5 kroner) for each copy of his works held in Danish public libraries, whether or not the books are lent. Authors of reference works which are not lent receive their share of the reward. The plan required a very laborious initial stocktaking, and requires that public libraries continue to make detailed annual reports of their Danish additions and discards. It includes a stipend for Danish translators, but nothing for publishers.

In Sweden (and also Finland) national grants are distributed annually to native authors on the basis of the circulation of their books from public libraries. The distribution is based on a periodic sample of standard loan records in a few selected libraries, carried out by staff of a national agency. This system is much simpler than the Danish and is different in that it rewards popularity; its largest grants go to the authors of children's books and best-sellers.

The "public lending right" which is now being discussed for possible inclusion in copyright legislation in Great Britain would also be for the benefit of authors, but would derive its funds from library budgets rather than directly from tax money. The committee which has been appointed to study the possibility of such a plan believes it would not be feasible to administer a fee-per-loan system, and that the money would have to be raised instead by charging all libraries a surcharge on their purchases of British books. A surcharge would of course present its own administrative problems, to publishers as well as others, and would have the immediate effect of reducing the purchasing power of existing library budgets. Considering the very real difficulties involved I think it very unlikely that Britain will adopt such a plan.

I think that any responsible body in Canada, before proposing anything like the Scandinavian plans or the one being discussed in Britain, should have a very clear idea of the objectives, costs, and overall effect on the cultural climate.

Robert H. Blackburn
May 20, 1971

Canadian content in a sample of photocopying

Robert H. Blackburn

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Canadian content in a sample of photocopying

Robert H. Blackburn

This paper is derived from an unpublished statement made by Dr R. H. Blackburn, Chief Librarian of the University of Toronto Library, to the Interdepartmental Committee on Copyright, in Ottawa on 27 April 1970. An abridged version will appear in the October 1970 issue of Scholarly Publishing

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Until now, discussion of the photocopying which is done by Canadian libraries has consisted mainly of complaints and accusations by publishers, and indignant denials by librarians. Since the matter will have to be dealt with somehow in the revision of copyright law which is now brewing, there is an obvious need for facts instead of oratory, first of all some facts about what is actually being photocopied.

Accordingly, several of my colleagues at the University of Toronto Library agreed last February to take and analyse a two-week sample of the traffic. We sent an outline of the plan to a number of other libraries, and some of them took similar samples which were less elaborate but tended to validate the Toronto sample.

Background of the sample

It is worth noting that the advent of photocopy machines has coincided with a vast expansion of research activity and publishing in universities, governments and industries, and in many new subjects and new countries. For libraries this expansion has greatly increased the amount and variety of world publication from which to select, and it has multiplied the demands for wider and quicker service; presumably the expansion has posed parallel problems for the publishing industry. In the past ten years our library has raised its acquisition budget by a factor of ten, but the number of requests which we cannot meet except by loan or copy from other libraries has quintupled. Most research of course implies the quick consultation of many volumes: a glance at the preface or table of contents, a look in the index for certain words, and perhaps some reading and copying from the text. Our users have pressed for shorter loan periods, and for some material (especially journals) to be kept available in the library at all times. The number of graduate students and professors has grown rapidly at the University of Toronto, and each one has a special subject with special demands on the library. At the same time the load on the library and its research facilities has been increased further by the growing emphasis on independent study by undergraduates, and they too ask for a wider range of service.

In order to minimize the borrowing of journals and other research materials so that they may be kept available, and to assure that paper and bindings are treated as gently as possible, we prefer to have photocopying done by library staff rather than by library users. A booth containing two machines in the main hall is staffed 94.5 hours a week. Copies are made while the user waits or, if he does not wait, are ready for him by next morning. There are two other staffed machines behind the scenes, used mostly for making copies in lieu of interloans for other libraries. There is also a staff-operated machine in the department of Rare Books and Special Collections. Charges are per page (not per exposure) in order to facilitate estimating, and especially to avoid insistence by the user.

that bound volumes be pressed flat enough to copy two facing pages on one exposure. Charges to users from outside the university are high enough to approximate the actual cost of making the copy (though not the overhead or incidental work). Charges to members of the university are set as low as possible to encourage use of the service, but high enough to discourage frivolous use of it; we are in fact interested in a system which would give each person a limited number of free copies per year. It is important that our charges be kept so low that it will not be worth a user's while to borrow the book and have it copied elsewhere. There are at least 125 book-copying machines in various parts of the university; most professors and some students can use departmental machines without charge. Many students also have access to machines in offices in the city; it is estimated that there are about twenty thousand book-copying machines in Metropolitan Toronto. The library provides one dime-operated copying machine in the main building and two others in other buildings; these are all in undergraduate reading rooms where the books are all duplicate copies which do not have to be preserved forever.

The library must assume that those who come in to read, or to borrow, are familiar with the principles of copyright and fair dealing, and that they will deal fairly with any work they consult. We cannot be responsible for their morals, or for their subsequent publications. At the same time, we know that research and serious study are pointless unless the student takes systematic notes and prepares himself to make accurate quotations in context. That is, copying is implicit in the use of our collections and we have always facilitated it in some way; in the good old days before ball-points we used to provide ink at a penny a penful. We now provide photocopy machines and photocopy service, microfilm service and reader-printer service, in the firm belief that providing a single copy of a reasonable portion of any work falls within the definition of fair dealing for the purpose of research or private study, as defined in Section 17(2)(a) of the Canadian Copyright Act. We are not offering copies for sale, nor are we distributing copies as suggested by critics such as Sharp.[1] We are simply providing a service through which an individual reader may obtain an excerpt more quickly and accurately than he could copy it by hand.

The official task of the library is to provide any member of the university with access to any work he may wish to see, no matter when or where it was published. It makes no attempt to provide textbooks, which students are supposed to buy, but aims rather at the selective coverage of world publication, mostly in one copy, for purposes of research. Its acquisition program depends heavily on imports through specialized agents in many countries, and each year's accessions represent tens of thousands of publishing sources.

Sampling procedure

To find out what was being copied on our five staff-operated photocopying machines, we made a record of each item copied during the period 23 February to 8 March 1970. In order that the record could be made as simply and quickly as possible, it consisted of a photocopy of the title page of each item, with notations added to show the category of user, the number of pages copied, and the date of publication if it appeared elsewhere than on the title-page. At the end of two weeks we had accumulated 1,768 such records at a direct cost of approximately $148 for machine operation and staff time.

Analysis of the records was of course a much more expensive business, and revealed some minor problems. It was not always clear, from the record, whether a title had been published by a government department or by some other agency, though we were trying to separate government publications as one of the categories. Date of publication was missing from some records, perhaps because no date was given or perhaps because the operator forgot to look for it. Because we had noted the number of pages but not the specific page numbers, we could not tell whether two appearances of the same volume

implied that the same passage had been copied twice. The sample did not cover 1,758 microfilm exposures made during the test period, or 278 exposures on the reader-printer, or 2,286 exposures on the coin-operated machines. We had decided that the sample need not record copyright notices, since Section 20(3)(a) of the Act states that copyright in a Canadian work subsists "unless the contrary is proved," and works originating in most other countries are covered by similar words in Article 15 of the Berne Convention; we simply have to assume that any work is under copyright unless its particular term (unknown to our operators) has expired. In spite of these minor uncertainties and omissions, however, our sample was large enough to yield clear and significant results.

The sample

As shown in Table I, 21,483 pages were copied from 1,768 items, an average of 12 pages per item. Of the pages copied, 11 per cent were from Canadian publications, 45 per cent from American, 17 per cent from British, and 26 per cent from others. The proportion of Canadian material agrees with the sample reported by Queen's University Library,[2] in which Canadian items were 11 per cent of all copyrighted items. It is higher than the Canadian content found in a three-day sample at the University of Ottawa,[3] which was 8.3 per cent of pages copied, and much higher than that found at the University of Western Ontario,[4] where 41 Canadian items constituted 5.1 per cent of all items copied. These proportions of domestic (i.e. Canadian) material are markedly different from that in Sophar's American study,[5] which found a great preponderance of domestic (U.S.) publications being copied; the difference in findings reflects a difference between the amounts of scholarly material published in the two countries. The total number of different publishers represented by our 1,768 items was 1,108 as shown in Table II, and 909 of them are represented by one title each. The six most-copied publishers were the University of Chicago Press, American Psychological Association, Springer-Verlag, University of Toronto Press, Academic Press of New York, and Cambridge University Press, in that order.

The age distribution of serials and monographs proved to be about the same for Canadian titles as for others, and about the same for monographs as for serials, except for very new and very old serials (Table III). About 56 per cent of all items were published in the last ten years and 37 per cent in the last five. In the Sophar study, which was dominated by scientific journals, the corresponding figures[6] are 90 per cent and 50 per cent. That is, our sample includes a much higher proportion of older material, especially older books.

Serial titles accounted for 75.5 per cent of the sample, and outnumbered books in a ratio

Table I

Summary of copies made, by country of publication and category of material

	Canada		U.S.A.		Britain		Other		Total	
	items	pages	items	pages	items	pages	items	pages	items	pages
monographs	54	461	180	1,832	80	688	58	823	372	3,804
serials	119	1,124	634	7,782	230	2,981	351	4,932	1,334	16,819
govt pubs	43	329	3	30	2	14	5	19	53	392
theses	8	467	—		—		—		8	467
other	1	1	—		—		—		1	1
total	225	2,382*	817	9,644	312	3,683	414	5,774	1,768	21,483
per cent	12.7	11	46	45	17.7	17.1	23.6	26.9	100	100

* Direct cost of recording the whole sample, per Canadian page copied, was $148 divided by 2,382 or 6.2 cents

Table II

Summary by number of items copied per publisher

no. of publishers	per cent of total publishers	no. of items per publisher	total items copied	per cent of all items copied	cumulated per cent of items copied
909	82.04	1	909	51.32	51.32
86	7.77	2	172	9.72	61.04
34	3.07	3	102	5.77	66.81
29	2.62	4	116	6.57	73.38
12	1.08	5	60	3.40	76.78
7	.63	6	42	2.38	79.16
11	.99	7	77	4.36	88.52
4	.36	8	32	1.82	85.34
1	.09	9	9	0.52	85.86
3	.27	11	33	1.86	87.72
1	.09	12	12	0.68	88.40
1	.09	13	13	0.73	89.13
3	.27	14	42	2.37	91.50
1	.09	15	15	0.85	92.35
1	.09	16	16	0.91	93.26
1	.09	18	18	1.09	94.35
2	.18	20	40	2.26	96.61
1	.09	25	25	1.41	98.02
1	.09	35	35	1.98	100
1,108	100		1,768		

of 3.6:1. In Sophar's study[7] the corresponding ratio is 10:1, presumably on account of the strong bias towards scientific and technical libraries. He states that "library copying is mainly from journals, and mainly from non-profit."[8] The preponderance of journal titles in both samples is interesting because of the special relationship among the authors and publishers and users of journal articles. If authors receive any payment at all from the publishers it is a lump sum, and not a royalty affected by the number of sales. The authors of scholarly and scientific articles seldom receive any payment at all, and in fact most of the principal scientific journals in English now ask their authors to pay a "page-charge" which may be anything from $20 to $75 per page. That is, the author's object is to achieve wide distribution of his ideas, even if he has to pay for it. Ordinarily he obtains a supply of reprints of his article from the publisher, at cost at the time of publication, and mails them out to his colleagues or in response to later requests, though I am told that the sending of "reprint request cards" has diminished greatly since photocopy began providing a quicker source of copies. The publishers of learned journals, most of them subsidized[9] by governments or by professional associations, print enough copies to fill their subscriptions and usually a few more, enough to meet claims and new subscriptions for a few months or perhaps a year or two. Apparently it has never been financially feasible for a journal publisher to serve the diminishing public demand for more than a short time after publication date, and yet the author's wish for dissemination and the user's wish for access continue to exist. The holdings of our library, for instance, include files of about thirty-seven thousand serials which amount to about five hundred thousand volumes containing at least

Table III

Monographs and serials by date of publication

date of publication	Canada monograph	Canada serial	United States monograph	United States serial	Great Britain monograph	Great Britain serial	other monograph	other serial	total monograph	total serial
pre 1900	4	3	2	2	12	5	7	22	25	32
1900–49	11	31	16	97	18	45	15	79	60	252
1950–59	7	22	28	142	8	59	6	70	49	293
1960–64	6	19	35	134	10	39	5	51	56	243
1965–68	16	21	50	132	16	46	17	70	99	269
1969–	7	21	11	109	–	31	1	54	19	215
no date	3	2	38	18	16	5	7	5	64	30
total	54	119	180	634	80	230	58	351	372	1,334

	monographs	serials	total
total items of known date	308	1,304	1,612
percent published 1900 onward	92	97	96.5
1950 onward	72	78	77
1960 onward	57	56	56
1965 onward	38	37	37
1969 onward	6.2	16.5	14.3

fifteen million separate articles, yet several times a day we find that the needs of a particular reader cannot be met unless some other library can send us a copy of the article he wants. At the same time we are kept busy making photocopies of articles in our own collection, many for users in other libraries and many for our own users who want copies to mark up and to keep for a time far beyond any normal period of library loan.

Although the age distribution within our sample indicates that many of the items are out of print, it is of some interest to find out what proportion of the sample may have been procurable in Canada through a Canadian publisher or publisher's agent at the time of original publication. Since it would have been far too difficult to check back into the agency lists for each date, and to search out the particular agency arrangements which sometimes relate to particular titles, we simply checked the British and American publishers in our sample against the latest *Quill and Quire* list. On this basis, which is at least indicative, Table IV shows that only about thirty-two per cent of the items (including all Canadian items) may have been available, at some time, through Canadian publishers or agents.

Table V shows that other libraries (Canadian and foreign) form the largest single category of users served during the sample period, accounting for 33 per cent of the items and 42 per cent of the pages. Graduate students were the second largest group, followed by undergraduates and then by faculty members. Members of the general public who use the library accounted for about five per cent of the items, almost as many as the combined total for library staff and the library collection.

The "library collection" category deserves some explanation. When a vandal tears a page or a short section out of a monograph or encyclopaedia, or an article out of the bound file of a journal, obviously the quickest and most practical way of mending the damage is to replace the missing pages with a photocopy

Table IV
Summary of items, by Canadian publisher or agent

country of publication	items copied	items issued in Canada or by publishers who are now represented by agents in Canada	percent which may have been available through Canadian agent
Canada	225	225	100
Britain	312	156	50
United States	817	191	23
other	414	–	–
total	1,768	572	32
Canadian items as per cent of total	12.7	39.2	

from a second set. When the library acquires an unbound file of a journal as a duplicate set, and the annual index sections and title pages are missing, then the only way to complete the set for binding is to insert photocopies from the existing bound file. More frequently, when the library has only one bound file of a journal and discovers that a professor has referred his class to a particular article in one of the volumes, then the only way of serving the class and protecting the volume from theft or mutilation may be to make a few photocopies of the article immediately and place them on the short-term loan shelf. During the past two years we have copied about fourteen hundred articles per year on this basis, or something less than one hundredth of one per cent of the journal articles in our collection, at an average of 2.5 copies per article. We do not copy chapters of books in this way, though professors occasionally present us with duplicated chapters of books (even forthcoming books!) which they are recommending to their students.

Since some people seem to imagine that libraries have whole classes of students lined up to get photocopies of a new textbook, it is worth noting that only 18 volumes, or about one per cent of the sample, were copied more than once.[10] Sixteen volumes were used twice, one four times, and one seven times. In only three instances does it seem likely that the same pages were copied more than once. Two of these instances involved two copies each.

Table V
Items and pages copied, by category of user

user category	number of items	per cent of total	number of pages copied	per cent of total	average pages per item
other libraries	592	33.48	9,012	41.95	15
graduate students	452	25.57	4,978	23.17	10
undergraduate students	390	22.06	3,562	16.58	9
faculty	154	8.71	1,929	8.98	12
general public	79	4.47	738	3.44	9
library – collection	53	2.99	890	4.14	17
library – staff	48	2.72	374	1.74	8
totals	1,768		21,483		12

Table VI

Recorded loans compared to photocopies, by category of user, 23 February to 8 March 1970

users	recorded loans	items from which pages were copied	items copied per 1,000 items borrowed
undergraduates	16,999	390	23
graduate students	11,707	452	39
staff members	4,538	202	45
general public	618	79	128
sub-total local users	33,862	1,123	33
other libraries	441	592	1,342
total	34,303	1,715	50
total, per 1,000 persons who entered the library	502	26	

The other involved six pages of the 12 January 1970 issue of *Nation* being copied for six undergraduates and one graduate over a period of nine days. The 12 January issue, which was six or seven weeks old at the time, must have been sold out in Toronto and a professor must have recommended an article on prison reform, the only six-page piece in that issue. Otherwise, in 1,758 out of 1,761 different items photocopied, there was no overlapping of pages copied.

While photocopying is an important service in a research library, the sample can be put alongside other figures which show it to be a very small part of the whole pattern of use. A door-count taken during the sample period showed that about sixty-six thousand persons entered the building. If we count all photocopies which were made, including those made for other libraries, there were 26 items copied for every 1,000 people who entered the building. Obviously an open-shelf library can never have a complete record of book-use and we reckon that recorded loans represent only one-fifth to one-tenth of the books which are actually consulted. The number of recorded loans in our library, over the past ten years, has consistently shown a greater increase than the rise in student enrolment, and the 34,303 loans recorded during the test period yield some useful comparisons with the photocopy sample. Table VI shows that use by photocopying, compared to use by borrowing, ranges from 23 per 1,000 (for undergraduates) up to 1,342 per 1,000 (for other libraries). Local users account for only 33 photocopies per 1,000 loans.

Copies were made from 54 Canadian monographs, an identifiable part of the sample in which Canadian authors could have royalty interests, and this part received special attention. There were 51 items in English (450 pages), two in French (9 pages) and one in Ukrainian (3 pages). The average was 8.5 pages. Three were without dates, and the others ranged from 1847 to 1969. The median date was 1962. Highest use was by undergraduates (21), graduate students (16), faculty members (10), library staff (3), general public (2) and other libraries (1), though these figures are too small to constitute a reliable pattern.

One wonders what these users would have done if they could not have obtained photocopies. According to 181 responses from the photocopy users who were asked this question in a recent survey at the University of British Columbia:[11] 72 per cent say they would copy by hand; 19 per cent say they would forget the whole matter; 5.5 per cent say they would attempt to purchase; 3.5 per cent say they would steal or tear out the wanted pages. If

indeed 5.5 per cent should seek to buy copies (i.e. 3 out of 54 Canadian monographs) one wonders whether the titles would be in print and available. We looked for the 54 in the latest issues of *Canadian Books in Print* (1968) and *Books in Print* (1969) and found only ten of them. Altogether, 140 pages were copied from these ten. If the authors or publishers of these ten books were to show that their rights had been infringed or that they had been damaged in any way by the copying of these 140 pages, then a system of payments would have to be established; but the system would have to take account of the costs of accounting as Nimmer points out.[12] The cost of recording this present sample, without doing any analysis, was about $148÷140 or $1.06 per Canadian in-print book page.

Summary and Observations

a) It seems clear from the sample, and from the Sophar study mentioned above, that library copying deals mainly in serial publications, an area from which authors derive no royalties, and in which publishers have never attempted to meet the public demand for more than a few weeks or months after the production of each new issue.

b) In this sample, the proportion of titles which might ever have been bought from a Canadian agency was only 32 per cent, the Canadian titles were only 12.7 per cent, and Canadian in-print books were only 0.6 per cent. Even if Canadian authors or publishers were being damaged by this copying, the cost of collecting data and analysing it would rule out any kind of specific per-page charge based on identifying what is copied. Of course we cannot be certain to what extent this sample is typical of copying in all Canadian libraries, but its findings are similar to those of samples taken at the same time at Western, Queen's, and Ottawa. At the very least, this sample is highly indicative and could serve as an example which might be background for a larger official study if this subject is to be pursued.

c) If our institution is a fair sample, the library's copying operation is only a drop in the bucket compared to that which is done in other parts of the university, and in the city. Sophar[13] estimated that three billion published pages a year would be copied by 1969, and Nimmer[14] quotes a guess of twenty-five billion "impressions" by 1969 in the United States. Whatever the rate of copying in Canada, it is my untested impression that there is more copying of recent publications in laboratories and in business offices than there is in libraries. Even those machines which are used for copying correspondence and inter-office memos are of course dealing with material which is copyright under Section 6 of the Act. If any sort of fee or licence were to be imposed on copying machines, for any reason, then it should apply equally to all machines unless, as Nimmer suggests[15] there were a discount to non-profit educational institutions.

d) It is clear that libraries need to make or obtain single copies of journal articles and of sections of books, for purposes of research and private study. They need to make or obtain photocopies to replace missing pages. They need to copy whole volumes of rare or fragile material, either in microform or in full size, either to preserve as record copies or to lend in lieu of the rare original volumes. They sometimes need to make multiple copies of journal articles which are out-of-print, to meet a surge of demand and to preserve the original copy. They need to do all these things and to make the most effective use of all available techniques if they are to meet the public need for information. The current efforts to establish regional and national specialization of collections, and co-ordination of information systems, would be completely negated if libraries could not continue to do these things without fear of breaking the law.

e) It is clear that the unauthorized production of an edition of any copyrighted work, for purposes of sale or classroom use or general distribution without charge, must be illegal and subject to effective penalties.

f) It is clear that Canadian publishing should be encouraged, and that most of our publishers are mainly importers. If our publishers are under greater financial strain now than they were in former years, I suspect that it is for

reasons which have nothing to do with photocopy machines. There is financial stress in other industries as well, but publishing is a particularly vital industry. If publishers need financial assistance in order to publish Canadian works, then it may well be that the federal government should increase its encouragement of authors through the Canada Council, and should subsidize the publication of their works in Canada.

g) I think it is a mistake to think of photocopy and computer-storage as similar in relation to publishing. It will be a very long time before it will be feasible for the text of all books and journals (as we know them) to be stored in digital form and called forth by a user at the touch of a dial on his television set. If that day comes, authors will no doubt receive their royalties out of toll-charges built into the dialing system, while both publishing houses and libraries as we know them may have gone the way of the dinosaurs.

Footnotes

[1]R. C. Sharp, "Licensing the photocopier" in *Scholarly Publishing*, v. 1, no. 3, p. 248

[2]*Factotum, monthly bulletin of Douglas Library*, Queen's University, vol. 6 no. 2, February 1970, p. 13-14

[3]Private communication from the Rev. Paul Drouin, 27 February 1970. The sample consisted of 885 exposures of printed pages and 1,402 of personal notes.

[4]Private communication from John Macpherson, 3 April 1970. The whole sample was 798 items in 7,950 pages.

[5]G. B. Sophar and L. B. Heilprin. *The determination of legal facts and economic guideposts with respect to the dissemination of scientific and educational information as it is affected by copyright: a status report* (Washington D.C.: Bureau of Research. Office of Education; U.S. Dept of Health Education and Welfare. 1967). p. 69

[6]*Ibid.* p. 65

[7]*Ibid.* p. 60

[8]*Ibid.* p. 68

[9]This is confirmed by statement on p. 945 by M. B. Nimmer, "New technology and the laws of copyright: reprography and computers" in UCLA *Law Review*, v. 15, no. 3, p. 931-1030

[10]Sharp. *op cit.* p. 248

[11]Private communication from Basil Stuart-Stubbs, 2 April 1970

[12]Nimmer. *op cit.* p. 966

[13]Sophar. *op cit.* p. 84

[14]Nimmer. *op cit.* p. 943

[15]*Ibid.* p. 974

APPENDIX III

Association of Research Libraries (Washington, D.C.)
Academic Library Statistics 1969/70

ARL ACADEMIC LIBRARY STATISTICS, 1969-1970

Rank Order: Volumes in Library

1.	Harvard	8,278,473
2.	Yale	5,645,982
3.	Illinois	4,611,167
4.	Michigan	4,175,686
5.	Columbia	4,091,911
6.	California (Berkeley)	3,845,050
7.	Toronto	3,666,107
8.	Cornell	3,605,517
9.	Stanford	3,447,372
10.	Chicago*	2,977,647
11.	Minnesota	2,944,844
12.	California (L.A.)	2,916,551
13.	Indiana	2,752,562
14.	Ohio State	2,397,126
15.	Wisconsin	2,303,061
16.	Northwestern*	2,289,708
17.	New York	2,270,331
18.	Texas*	2,269,785
19.	Pennsylvania	2,266,782
20.	Princeton	2,194,273
21.	Duke	2,128,524
22.	Johns Hopkins	1,984,671
23.	Rutgers	1,791,526
24.	Washington	1,788,198
25.	North Carolina	1,722,768
26.	Southern Illinois	1,689,183
27.	Michigan State	1,638,197
28.	Virginia	1,618,249
29.	Missouri	1,541,443
30.	Kansas	1,500,073
31.	Iowa	1,491,759
32.	Syracuse	1,450,737
33.	Pennsylvania State	1,431,139
34.	Pittsburgh	1,428,605
35.	Florida	1,421,140
36.	Colorado	1,408,709
37.	Southern California	1,393,161
38.	Tennessee	1,383,061
39.	SUNY-Buffalo*	1,358,743
40.	Brown	1,346,349
41.	McGill	1,319,928
42.	Louisiana State	1,289,720
43.	Wayne State	1,277,421
44.	Utah	1,263,505
45.	Joint University	1,256,386
46.	British Columbia	1,228,411
47.	MIT	1,221,202
48.	Washington (St. Louis)	1,218,828
49.	Maryland	1,191,218
50.	Kentucky	1,187,617
51.	Arizona	1,164,834
52.	Case Western Reserve	1,127,718
53.	Rochester	1,127,024
54.	Cincinnati	1,117,075
55.	Oklahoma	1,100,943
56.	Georgia	1,075,315
57.	Oregon	1,060,882
58.	Tulane	1,058,452
59.	Purdue	1,025,789
60.	Nebraska	1,021,284
61.	Dartmouth	1,008,000
62.	Connecticut	977,694
63.	Alberta*	975,487
64.	Temple	971,688
65.	Oklahoma State	967,756
66.	Notre Dame	963,898
67.	St. Louis	961,238
68.	Massachusetts	891,890
69.	Florida State	872,025
70.	Alabama	860,798
71.	California (Davis)	817,257
72.	Washington State	809,119
73.	Iowa State	776,243
74.	Boston	755,353
75.	Texas A&M*	661,305
76.	Georgetown	624,256

*Alberta: Figure as of March 31, 1970.
*Chicago: Figure includes microforms.
*Northwestern: Figure as of August 31, 1970.
*SUNY-Buffalo: Figure as of March 31, 1970.
*Texas: Figure as of August 31, 1970.
*Texas A&M: Figure as of August 30, 1970.

APPENDIX IV

Sources of Supply to the University of Toronto Library

Sources of Supply to the University of Toronto Library 1970

1.	Afganistan	1	24.	Egypt	9
2.	Albania	1	25.	England	245
3.	Algeria	1	26.	Ethiopia	3
4.	Argentina	15	27.	Fiji	1
5.	Australia	42	28.	Finland	2
6.	Austria	12	29.	France	113
7.	Belgium	23	30.	Gambia	1
8.	Bolivia	2	31.	Germany	109
9.	Botswana	1	32.	Ghana	3
10.	Brazil	6	33.	Greece	7
11.	Bulgaria	1	34.	Guatemala	2
12.	Cambodia	1	35.	Guyana	1
13.	Cameroun	1	36.	Haiti	2
14.	Canada	929	37.	Hong Kong	24
15.	Chile	10	38.	Hungary	2
16.	China (Taiwan)	6	39.	Iceland	2
17.	Colombia	6	40.	India	71
18.	Costa Rica	2	41.	Iran	10
19.	Cuba	1	42.	Iraq	1
20.	Cyprus	1	43.	Ireland (Nth & Sth)	18
21.	Czechoslovakia	2	44.	Israel	26
22.	Denmark	12	45.	Italy	91
23.	Dominican Republic	1	46.	Ivory Coast	1

APPENDIX IV

47.	Jamaica	5
48.	Japan	20
49.	Jordan	1
50.	Kenya	7
51.	Korea	2
52.	Lebanon	22
53.	Lesotho	1
54.	Liechtenstein	2
55.	Luxembourg	2
56.	Madagascar	3
57.	Malawi	1
58.	Malaysia	2
59.	Mali	1
60.	Malta	1
61.	Mauritius	1
62.	Mexico	23
63.	Morocco	3
64.	Netherlands	51
65.	New Zealand	11
66.	Nicaragua	1
67.	Nigeria	11
68.	Norway	4
69.	Pakistan	20
70.	Panama	2
71.	Papua & New Guinea	1
72.	Paraguay	1
73.	Peru	2
74.	Philippines	6
75.	Poland	2
76.	Portugal	14
77.	Puerto Rico	8
78.	Rumania	1
79.	Scotland	14
80.	Senegal	3
81.	Singapore	4
82.	South Africa	23
83.	Spain	27
84.	Sweden	13
85.	Switzerland	31
86.	Syria	4
87.	Tanzania	5
88.	Thailand	1
89.	Trinidad & Tobago	2
90.	Tunisia	2
91.	Turkey	7
92.	Uganda	5
93.	USSR	1
94.	United States	1570
95.	Uruguay	11
96.	Venezuela	5
97.	Vietnam	1
98.	Yugoslavia	7
99.	Zambia	3
	Total:	3792

APPENDIX V

National Library of Canada, return to U.N.E.S.C.O.
1970

Country CANADA

APPENDIX V

STC/Q/711
Paris, February 1971
Original: English

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

STATISTICS ON BOOK PRODUCTION IN 1970

1. This questionnaire is designed to collect statistics on book production in 1970. The information obtained will be published in the *Unesco Statistical Yearbook*, in the *United Nations Statistical Yearbook* and in other publications.

2. This questionnaire has been established according to the *Recommendation concerning the international standardization of statistics relating to book production and periodicals*, adopted by the General Conference of Unesco at its thirteenth session, 19 November 1964 in Paris. For the sake of international comparability, it is highly desirable that the definitions and classifications cited below be strictly followed, as far as possible, in completing the questionnaire.

3. The *book production statistics* referred to in the recommendation mentioned above should cover printed non-periodical publications which are published in a particular country and made available to the public, and, in general, are publications which should be included in the national bibliographies of the various countries, with the exception of the publications listed below:

(a) *Publications issued for advertising purposes*, provided that the literary or scientific text is subsidiary and that the publications are distributed free of charge:

(i) Trade catalogues, prospectuses and other types of commercial, industrial and tourist advertising;

(ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

(b) *Publications belonging to the following categories, when they are considered to be of a transitory character:*

(i) Time-tables, price lists, telephone directories, etc.;

(ii) Programmes of entertainments, exhibitions, fairs, etc.;

(iii) Regulations and reports of business firms, company directives, circulars, etc.;

(iv) Calendars, almanacs, etc.

(c) *Publications belonging to the following categories in which the text is not the most important part:*

(i) Musical works (scores or music books), provided that the music is more important than the words;

(ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic,

Country CANADA

APPENDIX V

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Original: English

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      (ii) Publications describing activities or technical progress in some branch of industry or commerce and drawing attention to the products or services supplied by the publisher.

   (b) *Publications belonging to the following categories, when they are considered to be of a transitory character:*

      (i) Time-tables, price lists, telephone directories, etc.;

      (ii) Programmes of entertainments, exhibitions, fairs, etc.;

      (iii) Regulations and reports of business firms, company directives, circulars, etc.;

      (iv) Calendars, almanacs, etc.

   (c) *Publications belonging to the following categories in which the text is not the most important part:*

      (i) Musical works (scores or music books), provided that the music is more important than the words;

      (ii) Maps and charts, with the exception of atlases; for example, astronomical charts, hydrographic, geographical and wall maps, road maps, geological surveys in map form and topographical plans.

4. The following types of publication, inter alia, should be included in book production statistics:

   (a) *Government publications*, i.e., publications issued by public administrations or their subsidiary bodies, except for those which are confidential or designed for internal distribution only;

   (b) *School textbooks*, i.e., books prescribed for pupils receiving education at the first and second level as defined in the recommendation concerning the international standardization of educational statistics adopted by the General Conference on 3 December 1958;

   (c) *University theses;*

   (d) *Offprints*, i.e., reprints of a part of a book or a periodical already published, provided that they have a title and a separate pagination and that they constitute a distinct work;

   (e) *Publications which form part of a series*, but which constitute separate bibliographical units;

   (f) *Illustrated works:*

      (i) Collections of prints, reproductions of works of art, drawings, etc., when such collections form complete, paginated volumes and when the illustrations are accompanied by an explanatory text, however short, referring to these works or to the artists themselves;

      (ii) Albums, illustrated books and pamphlets written in the form of continuous narratives, with pictures illustrating certain episodes;

      (iii) Albums and picture books for children.

In compiling these statistics, the following definitions should be used:

(a) A publication is considered to be *non-periodical* if it is published at one time, or, at intervals, by volumes, the number of which is generally determined in advance;

(b) The term *printed* includes reproduction by any method of mechanical impression, whatever it may be;

(c) A publication is considered to be *published in a particular country* if the publisher has his registered office in the country where the statistics are compiled, the place of printing or place of circulation here being irrelevant. When a publication is issued by one or more publishers who have registered offices in two or more countries, it is considered as having been published in the country or countries where it is issued;

(d) A publication is considered as being *made available to the public* when it is obtainable either by purchase or by distribution free of charge. Publications intended for a restricted readership, such as certain government publications, those of learned societies, political or professional organizations, etc., are also considered as being available to the public.

(e) A *book* is a non-periodical printed publication of at least 49 pages, exclusive of the cover pages, published in the country and made available to the public.

(f) A *pamphlet* is a non-periodical printed publication of at least 5 but not more than 48 pages, exclusive of the cover pages, published in a particular country and made available to the public;

(g) A *first edition* is the first publication of an original or translated manuscript;

(h) A *re-edition* is a publication distinguished from previous editions by change made in the contents (revised edition) or layout (new edition);

(i) A *reprint* is unchanged in contents and layout, apart from correction of typographical errors in the previous edition. A reprint by any publisher other than the original publisher is regarded as a re-edition;

(j) A *translation* is a publication which reproduces a work in a language other than the original language;

(k) A *title* is a term used to designate a printed publication which forms a separate whole, whether issued in one or several volumes.

6. If the statistics which you have supplied in the tables do not correspond to the standards and definitions listed above in paragraphs 3 to 5, please indicate any differences and other facts which would have a bearing on the interpretation of your figures.

7. Please leave no blank. The following symbols should be used:

Data not available	...
Nil	-
Estimated figures	*

8. Name and address of organization completing the questionnaire:

National Library,
395 Wellington St.,
Ottawa, Ontario.
KIA ON4.

9. The questionnaire is forwarded to you in two copies. You are requested to enter on the questionnaire as much of the data as you are able to supply, and to return one copy before 1 June 1971 to the following address:

Office of Statistics, Unesco,
Place de Fontenoy,
Paris-7e, France.

Table 1. STATISTICS ON BOOK PRODUCTION IN 1970

Number of titles, classified by subject

Subject Groups	UDC Headings[1]	Total number of titles (first editions and re-editions)[2]			Number of titles of first editions only		
		Books	Pamphlets	Total	Books	Pamphlets	Total
1. Generalities	0	88	77	165	68	64	132
2. Philosophy, psychology	1	39	20	59	32	19	51
3. Religion, theology	2	137	96	233	116	88	204
4. Sociology, statistics	30-31	102	27	129	97	24	121
5. Political science, political economy	32-33	226	100	326	192	93	285
6. Law, public administration, welfare, social relief, insurance	34, 351-354, 36	135	77	212	108	74	182
7. Military art and science	355-359	7	0	7	6	0	6
8. Education	37	192	92	284	159	87	246
9. Trade, communications, transport	38	18	11	29	17	11	28
0. Ethnography, manners and customs, folklore	39	12	3	15	12	3	15
1. Linguistics, philology	4	40	11	51	38	7	45
2. Mathematics	51	65	8	73	64	4	68
3. Natural sciences	52-59	83	22	105	75	22	97
4. Medical sciences, public health	61	57	41	98	47	36	83
5. Technology, industries, trades and crafts	62, 66-69	64	95	159	51	78	129
6. Agriculture, forestry, stockbreeding, hunting, fishing	63	27	26	53	26	25	51
7. Domestic science	64	37	24	61	36	18	54
8. Commercial and business management techniques, communications, transport	65	46	14	60	42	13	55
9. Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792	109	62	171	101	58	159
0. Entertainment, pastimes, games, sports	790, 793-799	37	10	47	33	10	43
1. Literature	8	526	113	639	458	109	567
(a) History of literature and literary criticism		81	5	86	73	5	78
(b) Literary texts		445	108	553	385	104	489
2. Geography, travel	91	85	39	124	71	35	106
3. History, biography	92-99	302	55	357	261	54	315
TOTAL	0/99	2434	1023	3457	2110	932	3042
hool textbooks and children's books already entified in the above-mentioned subject groups hould also be counted separately in the two llowing additional groups:		285	31	316	225	28	253
(a) School textbooks		207	2	209	159	2	161
(b) Children's books		78	29	107	66	26	92

[1] Universal Decimal Classification.
[2] Reprints should not be counted in the number of titles, but only in the number of copies (see table 2).

h above table does not include government publications. See note on verso of p. 5.

* The National Library of Canada is unable to supply information on the number of copies produced, sold or distributed.

Table 2. STATISTICS ON BOOK PRODUCTION IN 1970

Number of copies, classified by subject[1]

Subject Groups	UDC Headings[2]	Total number of copies[3] (in thousands)			Number of copies of first editions only (in thousands)[4]		
		Books	Pamphlets	Total	Books	Pamphlets	Total
neralities	0						
ilosophy, psychology	1						
ligion, theology	2						
ciology, statistics	30-31						
litical science, litical economy	32-33						
w, public administration, lfare, social relief, insurance	34, 351-354, 36						
itary art and science	355-359						
ucation	37						
de, communications, nsport	38						
nography, manners and toms, folklore	39 39						
guistics, philology	4						
hematics	51						
ural sciences	52-59						
dical sciences, public health	61						
chnology, industries, des and crafts	62, 66-69						
riculture, forestry, ckbreeding, hunting, fishing	63						
mestic science	64						
mercial and business nagement techniques, mmunications, transport	65						
n planning, architecture, atic arts, minor arts, ography, music, film, ma, theatre, radio, television	70-78, 791-792						
rtainment, pastimes, es, sports	790, 793-799						
rature	8						
) history of literature and literary criticism							
) literary texts							
graphy, travel	91						
ory, biography	92-99						
TOTAL	0/ 99						
extbooks and children's books already fid in the above-mentioned subject groups also be counted separately in the two ig additional groups:							
) chool textbooks							
) hildren's books							

ies not able to supply information on the number of copies produced may, as an interim measure, supply information on b of copies sold or otherwise distributed.
sal Decimal Classification.
number of copies of first editions, re-editions and reprints (Reprints should be counted in the number of copies but the number of titles).
ng reprints of first editions.

Table 3. STATISTICS ON BOOK PRODUCTION IN 1970[1]

Number of titles and copies, classified by language of publication

Language of publication[2]	Number of titles[3]	Number of copies[3] (in thousands)	Language of publication[2]	Number of titles[3]	Number of copies[3] (in thousands)
Total	3457				
lgonquin	1				
utch	1				
nglish	2390				
rench	961				
erman	6				
ungarian	1				
talian	1				
atin	1				
lovak	1				
panish	4				
orks in two or					
ore languages					
f which:	90				
nglish & Chinese	1				
nglish & French	87				
nglish & German	1				
nglish & Yiddish	1				

[1] This table covers all the publications. The total number of titles as well as the total number of copies should then necessarily be the same as those totals shown in tables 1 and 2.
[2] Bilingual or multilingual works should form a separate group, namely: "works in two or more languages".
[3] Reprints should not be counted in the number of titles, but only in the number of copies.

Table 4. STATISTICS ON PRODUCTION OF SCHOOL TEXTBOOKS IN 1970[1]
Number of titles and copies, classified by subject and educational level

Subject groups	UDC Headings[2]	Number of titles of textbooks designed for education			Number of copies of textbooks designed for education (in thousands)		
		at first level	at second level	Total	at first level	at second level	Total
Generalities	0	-	-	-			
Philosophy, psychology	1	-	-	-			
Religion, theology	2	2	1	3			
Sociology, statistics	30-31	-	1	1			
Political science, political economy	32-33	-	-	-			
Law, public administration, welfare, social relief, insurance	34, 351-354, 36	-	-	-			
Military art and science	355-359	-	-	-			
Education	37	35	61	96			
Trade, communications, transport	38	-	-	-			
Ethnography, manners and customs, folklore	39	-	-	-			
Linguistics, philology	4	-	2	2			
Mathematics	51	17	24	41			
Natural sciences	52-59	11	10	21			
Medical sciences, public health	61	-	3	3			
Technology, industries, trades and crafts	62, 66-69	2	3	5			
Agriculture, forestry, stockbreeding, hunting, fishing	63	-	1	1			
Domestic science	64	1	1	2			
Commercial and business management techniques, communications, transport	65	-	2	2			
Town planning, architecture, plastic arts, minor arts, photography, music, film, cinema, theatre, radio, television	70-78, 791-792	2	3	5			
Entertainment, pastimes, games, sports	790, 793-799	-	-	-			
Literature	8	9	10	19			
(a) History of literature and literary criticism		5	5	10			
(b) Literary texts		4	5	9			
Geography, travel	91	3	2	5			
History, biography	92-99	3	-	3			
TOTAL	0/99	85	124	209			

[1] The total number of titles should be identical to the total shown on Table 1 for the category "school textbooks", and the total number of copies should correspond to the total shown on Table 2 for this same category [(Tables 1 and 2, "a) School textbooks", column 5].
[2] Universal Decimal Classification.

The table on p. 3 does not include government publications. The National Library can supply totals of these publications but not a breakdown by subject.

Total Canadian government publications received in the National Library in 1970 were:

Federal government publications:	3499
Provincial government publications:	3012
	6511

These totals include all types of Canadian government publications regardless of size or content, including periodicals which are counted once per title per year.

APPENDIX VI

American Publishers listed in the *Literary Market Place* not Represented in Canada

American Publishers listed in the Literary Market Place not Represented in Canada

ABC-CLIO, Inc.

AMS Press, Inc.

Abbey Press

Ace Publishing Corp.

Acropolis Books

Aero Publishing

Africana Publishing Corp.

Aldine Publishing Company

Alec R. Allenson, Inc.

Allied Publications Inc.

American Assn. for Health, Physical Education & Recreation

American Assn. for the Advancement of Science

American Bar Foundation

American Chemical Society

American Council on Education

American Data Processing, Inc.

American Heritage Publishing Co., Inc.

American Institute of Chemical Engineers

The American Law Institute

American Library Association

American Map. Co.

American Mathematical Society

American Personnel & Guidance Assn.

American Philosophical Society

American Photographic Book Publishing Co., Inc.

American Research Council

American Scholar Publications, Inc.

American Society for Metals

American Society for Testing & Materials

American Sunday-School Union

AMSCO School Publications

The W. H. Anderson Co.

Annual Reviews, Inc.

Anthroposophic Press, Inc.

Argonaut, Inc., Publishers

Argosy-Antiquarian, Ltd.

Arkham House

Arno Press, Inc. (Paperbacks only are represented)

Asia Publishing House

Astor-Honor, Inc.

Atherton Press, Inc.

Augsbury Publishing House

J. J. Augustin, Inc. - Publisher

AVI Publishing Co.

BNA Books

Baha'i Publishing Trust

Baker's Plays

Bancroft-Whitney Co.

Banks-Baldwin Law Publishing Co.

Barre Publishers

Bartell Media Corp.

William L. Bauhan, Inc.

The Bedminster Press Inc.

Bellman Publishing Co.

Belmont Books

The Benjamin Company, Inc.

W. A. Benjamin, Inc.

W. S. Benson & Co.

Robert Bentley, Inc.

Bergman Publishers

Bethany Fellowship, Inc.

Biblo & Tannen Booksellers & Publishers, Inc.

Binfords & Mort

Walter J. Black, Inc.

John F. Blair, Publisher

Benjamin Blom, Inc.

Clark Boardman Co., Ltd.

Bobley Publishing

Books for Libraries, Inc.

Thomas Bouregy & Co., Inc.

Branden Press, Inc.

Brandon House

Charles T. Branford Co.

Broadman Press

The Bro-Dart Foundation

Brown University Press

Bunting & Lyon, Inc.

Cadillac Publishing Co., Inc.

Callaghan & Company

Carrollton Press, Inc.

Catechetical Guild

The Catholic University of America Press

Century House, Inc.

Chanticleer Press, Inc.

Chelsea House Publishers

Child Study Assoc. of America

Christian Science Publishing Society

City Lights Books, Inc.

Arthur H. Clark Co.

Cliffs Notes, Inc.

Cobble Hill Press, Inc.

Collectors Editions Limited

College & University Press

College Entrance Examination Board

Colonial Williamsburg, Inc.

Columbia Children's Book & Record Library

Commerce Clearing House, Inc.

Concordia Publishing House

Congressional Quarterly, Inc.

Consolidated Book Publishers

Consumers Union of U.S., Inc.

Corinth Books

Corinthian Editions, Inc.

Cornell University Press

R. D. Cortina Co., Inc.

Council of Foreign Relations, Inc.

Country Beautiful Foundation, Inc.

The George F. Cram Co., Inc.

Crescendo Publishers

Curtis Books, Inc.

Custombook, Inc.

The Stuart L. Daniels Co., Inc.

Dartmouth Publications

The Dartnell Corp.

Daughters of St. Paul

Dawson's Book Shop

John de Graff, Inc.

Dell Publishing Co., Inc. (only paperbacks represented)

Dembar Educational Research Services, Inc.

T. S. Denison & Co., Inc.

Dennis & Co.

Desclee Co., Inc.

Diablo Press

Dillon Press

Dimension Books, Inc.

Diplomatic Press, Inc.

Divine Word Publications

Dow Jones & Co., Inc.

Dow Jones-Irwin, Inc.

Howard A. Doyle Publishing Co.

The Dramatic Publishing Co.

Dramatists Play Service, Inc.

Dufour Editions, Inc.

Dujarie Press

Duquesne University Press

Philip C. Duschnes

The Eakins Press

East-West Center Press

The Economy Company

Editorial Services Company

Educational Methods, Inc.

Educational Services

Educators Publishing Service, Inc.

Equity Publishing Corp.

Fairchild Publications, Inc.

F. W. Faxon Co., Inc.

Howard Fertig, Inc. Publisher

Fides Publishers, Inc.

Foreign Policy Corp.

The Foundation Press, Inc.

Fountainhead Publishers, Inc.

Franciscan Herald Press

Franciscan Publishers

Franklin Book Program, Inc.

Burt Franklin

Franklin Publishing Co.

Fraser Publishing Co.

W. H. Freeman & Co. Publishers

Freeman, Cooper & Co.

French & European Publications, Inc.

Samuel French, Inc.

Friendship Press

Arthur Frommer, Inc.

The Frontier Press Co.

Gache Publishing Co., Inc.

Gale Research Co.

Garrett Press, Inc.

Genealogical Publishing Co.

Geological Society of America

The K. S. Giniger Co., Inc.

Peter Glenn Publications

Golden West Books

Gordon & Breach, Science Publishers, Inc.

Great Outdoors

Greenleaf Classics, Inc.

Greenwood Press, Inc.

Greystone Corp.

G. K. Hall & Co.

Harlo Press

Harris-Wolfe & Co. Publishers

The Harrison Co.

Harvard Business School, Division of Research

Harkell House Publishers, Ltd.

Herald House

Herald Press

B. Herder Book Co.

Highlights for Children, Inc.

Hobbs, Dorman & Co., Inc.

Hobby House Press

Holden-Day Inc.

Holy Cross Press

The Hoover Institution on War, Revolution & Peace

Hopkinson & Blake, Inc.

Horn Book, Inc.

Howell-North Books

Humanities Press, Inc.

Henry E. Huntington Library & Art Gallery

Institute of Early American History & Culture

Intercontinental Medical Book Corp.

Intercontinental Book Corp.

The Interstate Printers & Publishers, Inc.

Iowa State University Press

Japan Publications Trading Co., (U.S.A.) Inc.

John Knox Press

The Johns Hopkins Press

Johnson Publishing Co. - Book Division

Marshall Jones Co.

Julian Press, Inc.

Augustus M. Kelley Publishers

Kennikat Press, Inc.

Kent State University Press

Kodanska International/U.S.A.

Kraus Reprint Corp.

La Siesta Press

M. W. Lads Publishing Co.

Lancer Books, Inc.

Las Americas Publishing Co.

Lawrence Publishing Co.

Seymour Lawrence, Inc.

The Lawyers Co-Operative Publishing Co.

Litton Educational Publishing, Inc.

Livingston Publishing Co.

Lockwood Publishing Co., Inc.

Louisiana State University Press

MDI Publications

McCutchan Publishing Corp.

McNally & Loftin Publishers

The George Macy Companies, Inc.

Mansell Information/Publishing, Ltd.

Markham Publishing Co.

Marquette University Press

The A. N. Marquis Co., Inc.

Maryknoll Publications

Charles E. Merrill Publishing

Merry Thoughts, Inc.

The Metropolitan Museum of Art

Michigan State University Press

Minerva Books, Ltd.

Morehouse-Barlow Co., Inc.

Morgan & Morgan, Inc.

Multimedia/Biograf

National Academy of Sciences - National Academy of Engineering - National Research Council

National Council of Teachers of English

National Education Assoc.

National Geographic Society

National Industrial Conference Board

National Learning Corp.

National Publishing Co.

National Textbook Co.

National Union of Christian Schools

Naylor Co.

Northern Illinois University Press

Northwestern University Press

Nourse Publishing Co., Inc.

Noyes Development Corp.

Oak Publications, Inc.

Oceana Publications, Inc.

October House

Ohio University Press

The Olympia Press, Inc.

Open Court Publishing Co.

Oregon State University Press

Oxford Book Co., Inc.

Pacific Books, Publishers

Pacific Press Publishing Association

Pacifica House, Inc., Publishers

Pan Am Publications

Parallax Publishing Co., Inc.

Peacock Press

F. A. Peacock, Publishers Inc.

Pelican Publishing House

Penguin Books, Inc.

The Pennsylvania State University Press

Pequot Press Inc.

Pilot Books

Playboy Press

The Plough Publishing House

Popular Library, Inc.

Popular Mechanics Press

Potomac Books, Inc.

Prayer Book Press, Inc.

Prindle, Weber & Schmidt, Inc.

The Priority Press

Pruett Press, Inc.

Public Administration Service

Public Affairs Press

Purdue University Studies

Raven Press

Readers Digest Assoc. (U.S.A.)

Review & Herald Publishing Assoc.

The Ridge Press, Inc.

The Rio Grande Press, Inc.

The Rockefeller University Press

Rodale Books, Inc.

Fred B. Rothman & Co.

Roy Publishers, Inc.

Sage Publications, Inc.

St. Anthony Guild Press

St. John's University Press

St. Norbert Abbey Press

Porter Sargent, Publisher

Schenkman Publishing Co., Inc.

Scholars' Facsimiles & Reprints

Abner Schram

Science & Mechanics Publishing Co.

Science Associates/International, Inc.

Service Center for Teachers of History

Sherbourne Press

The Shoe String Press, Inc.

Shorewood Publishers, Inc.

George Shumway, Publisher

Sierra Club Books

Silvermine Publishers Inc.

Small Publishers' Co.

The Allen Smith Co.

Peter Smith

Soccer Associates

Something Else Press

Southern Methodist University Press

Robert Speller & Sons, Publishers, Inc.

Sporting News Co.

Standard Publishing Co.

Standard Reference Library, Inc.

Stanford University Press

State University of New York Press

Lyle Stuart, Inc.

H. S. Stuttman Co., Inc.

Summy-Birchard Co.

The Swallow Press, Inc.

Swedenborg Foundation

R. B. Sweet Co., Inc.

Systems for Education

TAB Books

J. P. Tarcher, Inc.

Teachers College Press

Teachers Practical Press, Inc.

Templegate Publishers

Texian Press

Theosophical Publishing House

Thomas Law Book Co.

The Times Mirror Co.

Tinnon-Brown, Inc.

Tower Publications, Inc.

Trans-Anglo Books

Transatlantic Arts, Inc.

Tri-Ocean Books

Tupper & Love, Inc.

The Twentieth Century Fund

Unibook, Inc.

Unicorn Press, Inc.

United Church Press

United Educators Inc.

U. S. Naval Institute

Universal Publishing & Distributing Corp.

University College Tutors, Inc.

University of Arizona Press

University of Californai Press

University of Chicago Press

University of Colorado Press

University of Florida Press

University of Georgia Press

University of Hawaii Press

University of Illinois Press

University of Miami Press

University of Missouri Press

University of New Mexico Press

University of North Carolina Press

University of Pittsburgh Press

University of Southern Carolina Press

University of Tennesse Press

University of Texas Press

University of Utah Press

University of Washington Press

University Park Press

The University Press of Kansas

The University Press of Kentucky

The University Press of Virginia

The University Press of Washington D. C.

The University Publishing Co.

University Society, Inc.

Vanderbilt University Press

Vedanta Press

Viewpoint Books

Wadsworth Publishing Co. Inc.

Wake-Brook House

Warp Publishing Co.

Washington National Press, Inc.

We, Inc.

John Weatherhill, Inc.

Wesleyan University Press

West Publishing Co.

Westerlore Press

Weybright & Talley, Inc.

Whitmore Publishing Co.

Whitney Library of Design

H. W. Wilson Co.

Windmill Books, Inc.

Sm. H. Wise & Co., Inc.

George Wittenborn, Inc.

Word, Inc.

Workman Publishing Co., Inc.

Writer's Digest

Xerox Education Division

APPENDIX VII

Scarborough and Erindale Colleges in-print English language titles acquired.

Scarborough and Erindale Colleges

In-print English Language Titles Acquired between 1st July 1970 and 31st January 1971.

All these titles were from publishers represented by local agents

Telephone calls to agents to establish if book was available in stock	3,155
Of these it was reported that either, no Canadian Rights or not in stock	1,800
Leaving those that were ordered from agents	1,355

In other words a failure rate of approximately 58 per cent.

APPENDIX VIIIa

Publishers appearing in Canadian Books in Print...1970

Entries in: Canadian Books in Print...1970, edited by Harold Bohne. Toronto, University of Toronto Press, 1970

Number of Titles	Publisher	Agent Quill & Quire	CBPC
992	U of T Press		x
656	MacMillan	x	x
576	McClelland & Stewart	x	x
522	Information Canada	x	
422	Coles Publishing	x	
410	Ryerson	x	
410	Fides		
389	Gage	x	x
324	Edit. Beauchemin		
309	Laval Univ. Press		
309	McGraw-Hill	x	x
283	Clarke Irwin	x	x
279	Copp Clark	x	
275	Edit. Jour		
267	Longmans	x	x
265	Ed. Homme		
253	Forum		
250	Ed. Paulines		
245	Centre de Psychologie et de Ped.		
218	Dent	x	x
216	Ed. Lidec		
194	Ed. Bellarmin		
187	Holt Rinehart (Toronto)	x	x
170	Cercle de Livre de France		
162	Nelson, Thomas	x	x
160	Univ. Ottawa Press		
133	Univ. Montreal Press		
131	Oxford University Press	x	x
119	Ontario Queen's Printer		
119	Edit. H.M.H.		
113	Edit. Renouveau Pedagogique		
105	Ginn	x	x
87	Brunswick Pr.		
86	Pitman	x	x
83	Edit. Lemeac		

Number of Titles	Publisher	Agent Quill & Quire	CBPC
83	Canadian Welfare Council		
82	Correspondance, Service des Cours par		
74	McGill-Queen's Univ. Press	x	x
73	Book Society of Canada	x	x
71	Centre Educatif et Culturel	x	
70	Doubleday	x	x
68	Levrier, Edit. de		
65	Carswell	x	
63	C.C.H. (Canadian) Ltd.		
61	Little, Brown	x	x (M&S)
58	Ed. Phare		
57	Canadian Tax Fdn.		
56	Reader's Digest		
55	Canadiana House		
55	C.B.C.		
55	Bellhaven	x	x
53	O.I.S.E.		
53	C.L.A. (Ottawa)		
52	Random House	x	x
52	Lib. Garneau		
52	Holt, Rinehart (Quebec)		
50	Burns & MacEachern	x	x
50	Belisle Editeur		
49	Mitchell Press		
47	Lib. Generale Canadienne		
46	Peter Martin	x	x
46	Ed. Pedagogia		
46	DeBoo		
45	Prentice Hall	x	x
45	Harvest House	x	x
45	Cdn. Inst. of Chartered Acc'ts		
44	Royal Ontario Museum		
43	Collins, Wm.	x	x
42	Hurtig	x	
41	Canada Law Book Co.	x	
40	Pontifical Institute of Medieval Stud.		
39	Methuen	x	x
39	Editeur Officiel de Quebec		
38	Wilson et Lafleur		
38	Granger Freres, Librairie		

Number of Titles	Publisher	Agent Quill & Quire	CBPC
38	Fiddlehead Press		
37	General Pub.	x	x
37	Edi. Parti Pris.		
35	Radio-Canada		
35	U.B.C. Publications Centre		
35	C.H.A. Can. Historical Assoc.		
34	Education des Adultes, Inst. Can.d'		
34	Edit. Pelican		
34	Anansi, House of		
33	Queen's Industrial Rel'ns Center		
33	Gray's Publishing		x
32	Arctic Institute of North Amer.		
31	Lib. Deom		
31	Campagna, Frere Dominique, S.C.		
31	Canadian-American Committee (Private Planning Assoc.)		
30	Quintal Associés		
30	Hexagone, Edit. de l'		
29	H.E.C. Presses des Hautes Etudes Commerc.		
28	Renouf	x	
28	Sainte-Anne, Lib. de la Bonne		
28	Greywood Publ. Co.		
28	Edit. Jeunesse		
27	Etudes Medievales, Inst. de		
27	Arc, Edit. de l'		
27	Can. Economic Policy Committee (Private Plan. Assoc.)		
26	Editions F.I.C.		
26	Rayonnement, Edit. du		
25	Museum Restoration Service (Ottawa)		
25	Prairie Books		
25	Editions F.M.		
25	Dodd, Mead	x	x (M&S)
25	Delta Canada		
25	Canadian Nurses Assoc.		
24	New Press		
24	MacLean-Hunter		
24	Prairie Bible Inst.		
23	Talonbooks		
23	Frontier Publ. Ltd.		

Number of Titles	Publisher	Agent Quill & Quire	CBPC
23	Addison Wesley	x	x
22	Inst. Recherches Psychologiques		
21	Weed Flower Pr.		
20	Union Catholique des Cultivateurs		
20	Bourinot, Arthur		
20	A.T.A. Alberta Teacher's Assoc.		
19	Univ. Quebec Pr.		
19	Stone & Cox		
19	Edit. Ecole Active		
19	Pontbriand, B.		
19	Communications Sociales		
19	Can. Education Assoc.		
18	Oberon Press		
18	Kabalarian Fraternal Assoc.		
18	Oratoire St-Joseph		
18	Institute of Applied Art Ltd.		
18	Coach House Press		
18	Canadian Council of Churches		
18	Assoc. of Univ. & Coll. of Can.		
17	Toronto Public Libraries		
17	Musson Book Co.	x	
17	Queenswood House	x	x
17	Pathway Pub. Corp		
17	Collier-MacMillan	x	x
17	Queen's Printer, B.C.		
17	C.E.T.A. Ltd.		
17	Boy Scouts of Canada		
17	Agricultural Economics Research Council of Canada		
16	Orphee		
15	Tantalus		
15	Van Nostrand	x	x
15	Simon & Schuster	x	
15	Edit. Action Nationale		
15	Smithers & Bonellie	x	
14	Esterel Editions		
14	Ryerson and MacMillan		
14	Progress Bks	x	
14	Can. Inst. of Int'l Affairs		
14	Bureau of Municipal Research		
13	United Church		

Number of Titles	Publisher	Agent Quill & Quire	CBPC
13	McNichol, Vera L.		
13	Palm Publishers Press	x	x
13	Pagurian Pr.		
13	Page Edit. a la		
13	Montfortaines, Editions		
13	Saint John Ambulance		
13	Iris, Edit. de l'		
13	Trains & Trolleys		
13	Can. Counc. of Resource Ministers		
12	Trident Pr.		
12	Allen, Thomas	x	x
12	Y.M.C.A.		
12	New Brunswick Museum		
12	McGill Industrual Rel's Center		
12	Lloyd Publ. of Can.		
12	Esperanto Press		
12	Anthropology, Can. Research Center for		
12	Clock House Publ'ns		
12	Can. Council on Urban & Regional Res.		
11	Toronto Univ. Bookstores		
11	Ukrainian Free Acad. of Sc.		
11	New American Library of Canada	x	
11	Life Underwriters Assoc. of Can.		
11	Grolier of Can.	x	
11	Girl Guides of Can.		
11	Quebecoise, Editions La		
11	Libres, Les Presses		
11	Cultural & Educational Prod'ns		
10	Vanier Inst.		
10	World University Library		
10	Northwest Print & Lithography Ltd.		
10	Casalini, Mario		
10	Freeman Publ. Co.		
10	Foyers Notre-Dame, Editions		
10	Ferland, Editions		
10	Canadian Mental Health Assoc.		
10	Can. Assoc. for Health Phys. Educ. & Research		
10	Alberta Soc. of Pet. Geol.		
10	Anglican Church of Can.		
9	McLeod, George	x	x

Number of Titles	Publisher	Agent CBPC Quill & Quire
9	Mika Studio	
9	Ontario Lands and Forests, Dept. of	
9	Genest, Editions	
9	Nocturne, Editions	
9	Lys, Edit. du	
9	Boreal Express	
9	D'Aigle, Editions	
9	Sono Nis Press	
9	Crest Publ. Co.	
9	Can. Inst. of Mining & Met.	
9	Chateau Bks.	
9	Can. Assoc. for Mentally Retarded	
9	Acadia Univ. Institute	
8	Union Missionaire du Clerge Edit. de	
8	U.M.P. Univ. of Manitoba Pr.	
8	Can. Council for Int'l Co-Op'n	
8	Social Planning Council of Metro To.	
8	Hades (Micky) Enterprises	
8	Ladysmith Pr.	
8	Glad Tidings Temple	
8	Geol. Assoc. of Can.	
8	Queen's Printer, Saskatchewan	
8	Axe, Edit. de l'	
8	Dent and MacMillan	
8	Novalis	
8	Canadian Film Inst.	
8	Centrale des Bibliothèques	
8	Boreal Institute, U of Alta.	
8	Baxter Pub. Co.	
7	Welch, G.R. Co.	x
7	Very Stone House	
7	Northern Miner Press	
7	National Business Publ.	
7	Tundra Books	
7	Klanak Press	
7	Univ. of Saskatchewan	
7	Sans le Sou, Edit.	
7	Parker, Sidney M.	
7	Pitt Pub. Co.	
7	Franciscaines, Edit.	

Number of Titles	Publisher	Agent Quill & Quire	CBPC
7	Richelieu, Edit. du		
7	Cosmos, Edit.		
7	Slovenski, Jesuiti		
7	Canadian Good Roads Assoc.		
7	Soc. Historique de Quebec		
7	Edit. des Soeurs de l'Assomption		
7	Tribune Press		
6	Western Ont. Univ. of, Sch. of Bus. Admin.		
6	Nelson, Foster & Scott	x	x
6	New Review Books		
6	Mount Allison Univ. Bkstore		
6	Lancelot Pr.		
6	Queen's Printer, Alberta		
6	Murdoch McLeod		
6	Cordee, Edit. La.		
6	Peguis Publ.		
6	Glenbow - Alberta Inst.		
6	Cadre - Centre d'Animation de Devt. et Recherche		
6	Emmanuel, Edit.		
6	Pannonia Books	x	
6	Julienne, Edit.		
6	Sports-Loisirs, Edit.		
6	Dixon, Langford		
6	Ukrainian Echo Publ. Co.		
6	Canadian Hospital Assoc.		
6	Blue Jay Bk. Shop, Sask. Natural Hist. Soc.		
6	A.U.P.E.L.F. (U of Montreal)		
6	Abbey Dawn Pr.		
5	Natura, Edit.		
5	Banting, (Rev.) Meredith		
5	Swan	x	
5	James Lewis & Samuel		
5	Who's Who Canadian Publ.		
5	Heinrich Heine Press		
5	Griffin House	x	x
5	Pergamon of Can.	x	
5	Fregate Edit. La		
5	Petheric Press		
5	Ive, Edit.		
5	Bien Public.		

There are a further 313 publishers who have from 1 to 5 titles who have not been listed.

APPENDIX VIIIb

Members of the Canadian Book Publishers' Council who have no entries in: Canadian Books in Print...1970.

APPENDIX VIIIb

Members of the Canadian Book Publishers' Council who have no entries in: CANADIAN BOOKS IN PRINT...1970.

Abelard-Schuman Canada Ltd. (Willowdale)

Encyclopaedia Britannica Publications Ltd. (Toronto)

Fitzhenry & Whiteside Ltd. (Don Mills)

GLC Educational Materials & Services Ltd. (Agincourt)

D. C. Heath, Canada Ltd. (Toronto)

Saunders of Toronto Ltd. (Don Mills)

Scholastic-Tab Publications Ltd. (Richmond Hill)

Science Research Associates (Canada) Ltd. (Don Mills)

John Wiley & Sons Canada Ltd. (Rexdale, Ont.)

There are 45 members and 9 of them have no entries in Canadian Books in Print...1970. (i.e. 20 per cent)

APPENDIX VIIIc

Agents who have no entries in: Canadian Books in Print...1970.

Agents who have no entries in: CANADIAN BOOKS IN PRINT...1970.

1. Abelard-Schuman Canada Ltd.
2. Avon Books
3. Ballantine Books of Canada Ltd.
4. Bantam Books of Canada Ltd.
5. Book Center Inc.
6. Burke Publishing (Canada) Ltd.
7. Canterbury House
8. David C. Cook Publishing (Canada) Ltd.
9. Crescent Publications
10. Dell International
11. Delmar Publishers (Canada) Ltd.
12. Encyclopaedia Britannica Publications Ltd.
13. Fawcett Publications Inc.
14. Fideler Representatives & Consultants
15. Fitzhenry & Whiteside Ltd.
16. Hamlyn Publishing Group (Canada) Ltd.
17. D. C. Heath Canada Ltd.
18. Hodder & Stoughton Ltd.
19. Harlequin Enterprises Ltd.
20. Home Evangel Books Ltd.
21. Jack Hood School Supplies Co. Ltd.
22. Initial Teaching Publishing Co. (Canada) Ltd.
23. Intext Publishing Division
24. Inter-Varsity Books
25. Irwin-Dorsey Ltd.

26. J. B. Lippincott Co. of Canada Ltd.
27. Samuel Lowe Co. of Canada Ltd.
28. McAinsh & Co. Ltd.
29. McLean Merchandise Sales
30. Chas. J. Musson Ltd.
31. Moyer Division, Vilas Industries Ltd.
32. Paperback Library
33. Pendragon House Ltd.
34. Pyramid Books of Canada
35. Saunders of Toronto Ltd.
36. W. B. Saunders Co. Canada Ltd.
37. Scholastic Tab Publications
38. Science Research Associates
39. Scripture Press Foundation of Canada
40. Franklin Watts Books
41. Whitman Publishing-Golden Press of Canada Ltd.
42. John Wiley & Sons, Canada Ltd.

APPENDIX IX

Discounts given by agents to a university library

Discounts Allowed to a University Library by Agents

Discounts as a percentage Agent	0	10	15	20	25	30	33-33 1/3	35-37	40	Service/and or Post. chg.	Notes
1				Educ.	Trade					Post	Ord. must be over $10.00
2				x						Post	
3					x					Post	Ord. must be over $5.00
4		certain pubs.		Text				Trade		Post	
5		x								Post	
6						x				Post	
7				x		Stand.Ord.				Post	
8				Educ				Trade			
9		x								Min.post & handling	
10			x								
11		x								Post	
12	Series	x								Post	
13				x					certain series	Post	
14	x										
15				x						Post	
16	x									S/C & Post	
17		x									

Agent	Discounts as a percentage 0	10	15	20	25	30	33-33 1/3	35-37	40	Service and/or Postage chg.	Notes
18		x								Post	
19		Technical Books		x						S/C & Post	
20				Educ				Trade			
21				Text & Trd. under $50.00				Trade order over $50.00		Post	
22				Text				Trade			
23	Lib. Bdg.			Educ			Trade			S/C if Inv. under $10	
24		x								Post	
25		x									
26				x						Post	
27		Texts					x			Post	
28	x			Texts						Post	
29				Educ. & Ref. Bks.			Trade			Post	
30				Educ				Trade		Post	
31				x						S/C & Post if under $8 /	over-Post
32	Work Bks.			x						S/C	
33		Texts Trade		Stand. Ord.							
34	Certain pubs.			loose-leaf			Bound vol.			Post	
35				x						Post	
36	Certain pubs.						x				

Discounts as a percentage Agent	0	10	15	20	25	30	33-33 1/3	35-37	40	Service and/or Postage charge	Notes
37		x								Post	
38				College & Educ.			Trade				
39						x				Post	
40	Lib. editions	text					Trade			Post	
41					x					Post	
42		x								S/C & Post if inv. under	$10.00
43				Educ			Trade				
44				Educ					Trade		
45				Educ				Trade			
46				Educ Own Pubs.		Trade					
47				Educ				Trade		S/C if inv. under $10.00	
48		Educ					Trade				
49		Educ					Trade			Post	
50	x										
51				Educ			Trade			S/C	
52	Educ						Trade			Post	
53		x									
54		x								Post	

Discounts as a percentage Agent	0	10	15	20	25	30	33-33 1/3	35-37	40	Service and/or Postage Charge	Notes
55				x						Post	
56				Educ		handbooks		Trade		S/C	
57		x		Own Pubs		—				Post	Ord. must be over $5.00
58				Trade							all else varies
59				x					Stand. Ord.		

These are discounts available on single copies of hard bound books.

Re: Postage - In many cases, agents in Toronto have the books delivered and only a Service charge would be made. The Postage indicated may therefore be only occasional. It is generally defined as Postage and handling.

RESUME

This brief is designed to provide the Royal Commission on Publishing with a picture of the world wide book needs of a large university library and its dependence upon direct access to this world market. It identifies in some detail the kinds of material bought and the sources used. It also shows that while local agents are used to a large extent to supply a part of our needs, but that they are in fact quite incapable of filling all our needs even for in-print English language books.

Information is given also about the nature of photocopying done in our library. It gives us no grounds to think that our practises fall outside a reasonable definition of fair dealing, or that they are harmful in any way to the authors or publishers of the material which is copied.

While we have great concern for the healthy survival of Canadian publishing we do not believe it can be saved by an indiscriminate subsidy through an inefficient agency system which is largely not interested in Canadian publishing. We think that more selective and direct measures are required, as our recommendations suggest.

Recommendations:-

(i) That nothing should be done which would in any way interfere with libraries' direct access to the world's book markets.

(ii) That the Commission should not recommend any measures that would attempt to establish subsidies for publishers and/or agents at the expense of libraries.

(iii) That continuing studies be made of the book industry in Canada and that the Dominion Bureau of Statistics be fully involved. It is clear that insufficient hard information is available concerning the book publishing and distributing industry in Canada.

(iv) Statements have been made both before this Commission and elsewhere that some firms are inefficiently run and badly managed. We feel it would be helpful if training courses and apprenticeships were made available to the people involved; and if a group of consultants were made permanently available, at costs that could be borne by small publishers, in such fields as finance, accounting, management, inventory control, merchandising, and editorial work, it would be to the advantage of the industry.

(v) That for authors, more and better grants be made available on the basis of promise or proven merit, either through existing agencies or if necessary by the creation of a new body.

(vi) That more financial aid on appropriate terms be made available to publishers for specific books or projects.

(vii) That what is typically an undercapitalized and by nature a marginally profitable industry be enabled to survive by the provision of a permanent stand-by development fund to

make loans at terms that it is economically feasible for publishers of Canadian books to accept.

(viii) That Canadian publishers be encouraged to export Canadian books, rather than rights.

(ix) That a permanent development council be established to oversee and if necessary directly administer the programmes outlined above and those likely to develop in the future.

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

BRIEFS

to the

ROYAL COMMISSION ON BOOK PUBLISHING

JUNE 15, 1971

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

FRENCH LANGUAGE ADVISORY
COMMITTEES OF THE OTTAWA
AND CARLETON BOARDS OF
EDUCATION

JUNE 15, 1971

BRIEF *

TO THE

ROYAL COMMISSION ON BOOK PUBLISHING

FRENCH LANGUAGE BOOK PUBLISHING INDUSTRY IN ONTARIO

Presented by the French Language Advisory Committees
of the Ottawa and Carleton Boards of Education

SPOKESMAN: L.J. Poirier,
Co-ordinator of Bilingualism, Algonquin College
Member of the French Language Advisory Committee
Ottawa Board of Education.

May 26th, 1971

* May be released to the press

Title of Brief:	Special Problems Concerning the French-Language Book Publishing Industry in the Province of Ontario.
Submitted to:	The Royal Commission on the Book Publishing Industry.
By:	The French-Language Advisory Committees with the Ottawa and Carleton Boards of Education. Although there is no research base for this submission, the combined experience of this group is considerable. This brief has been prepared by a group of French-speaking school administrators, teachers, librarians and students aware of the special needs of their milieu.
Subject of Study:	The special needs of French-language book publishing in Ontario schools and certain means to cope with them.
Recommendations:	Financial assistance to authors, publishers, libraries. Leave of absence to educators to prepare teaching material in French. Co-operation with publishing firms. Long-term action in the form of co-ordinating teams. Adaptation of correspondence courses. Co-operation with various levels of governments.

Special Problems Concerning the French-Language Book Publishing Industry in the Province of Ontario

Many organizations representing authors, publishers and professional groups have already made representations concerning the precarious situation of the book publishing industry in Canada and the means to cope with it. By their very nature, the French-language Advisory Committees of the Ottawa and Carleton Boards of Education have a duty to state the special problems of book publishing faced by French-language schools.

The problems already indicated by our English-language counterparts are even greater in the case of the francophone population. If publishing firms are reluctant to undertake the publication of books because market limitations make their sale unprofitable, it is clear that they are even more reluctant to risk investments which are bound to remain unproductive, since the French-language book market is even more limited. Consequently, we are faced with a shortage of French text-books particularly in the technical and commercial fields and, to a lesser degree, in science and mathematics. It should be noted that most of the English-language text-book publishers in Ontario hesitate or squarely refuse to publish translations or adaptations of their own editions because it would not be profitable. One may say that we only have to use Quebec text-books. Unfortunately, school curricula being different from one province to the other, Quebec text-books would not meet the needs of the French-speaking Ontario population.

The same shortage exists in the field of education through audio-visual media. Be it sound films, slides, tape recordings, visual teaching material of all kinds, French-language sources are extremely limited. As for material imported from other francophone countries, it is inadequate because it is presented in a context which is totally different from ours, e.g., the problem of weights and measures. We live in America, in a well-characterized environment, with our own customs and habits.

It is also noted that correspondence courses of the Department of Education for students who are unable to follow the formal courses are offered in English. Should we not see to it that these intellectual work guides be offered in French to francophone students? Since the Ontario Gouvernment has recognized French as a teaching language, it must be consistent and fully implement its linguistic policy.

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The Department of Education increasingly tends to promote individualization in education. This implies intensive personal work on the part of the students. But how can this be possible if they do not have available numerous and varied sources of documentation? School libraries must supply to the students the necessary reference books and resource material. Therefore, in addition to printed material and audio-visual documents, you need a sufficient number of highly qualified teachers to guide the children and teenagers in their research work.

Along the same line of thought and as rightly emphasized in the report of the Committee on French-Language Schools in Ontario (page 54):

> "In many areas, the resource center must make up for lacking resources in the community and offer all francophone residents proper cultural instruments. This is particularly true in cases where the French-speaking population is large enough to have a school of its own or a French section, but where it still represents a minority in the population.

Finally, we note that, in the field of current information, there is an almost inexhaustible source of all forms of documentation collected by the Canadian Broadcasting Corporation, the National Film Board, etc. Unfortunately, certain jurisdictional conflicts in the field of education make it impossible to take every possible advantage of these already existing organizations.

Recommendations:

What do we suggest to overcome the above-mentioned difficulties?

1. That the Ontario Government give financial assistance, in the form of grants or subsidies, to authors interested in the translation or, even better, in the writing of school text-books or reference books. That the same policy of financial assistance be applied to book publishing firms in Ontario or other provinces which would accept to invest money in the printing and marketing of these books.

2. That School Boards grant leave with pay to certain teachers who would be able and willing to prepare French-teaching material.

3. That the Commission encourage the signing of agreements with international publishing firms for the distribution of French text-books and educational films, inasmuch as these text-books and films are adapted to the needs of the Ontario French-speaking population.

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4. That the Department of Education provide for long-term action by setting up a co-ordinating team among the School Boards, teachers, publishing firms, teachers' associations, to prepare required text-books and to ensure their up-dating or republishing. These publications could be in the form of actual text-books or of replaceable sections.

5. That the correspondence course service, organized by the Department of Education, take into account the needs of the French-speaking population of Ontario and prepare French texts to guide the students.

6. That the provincial government increase its subsidies to school and municipal libraries to enable them to increase their collections of French books and magazines and to hire a greater number of qualified staff, in order to make these work instruments more readily available to students and the population as a whole.

7. That the federal and provincial governments negotiate a "liberalization" of the use of information material held by the Canadian Broadcasting Corporation, Information Canada, the National Film Board and Educational Television.

It should be possible to make the many videotapes recorded by the CBC in the most various fields, such as politics, information, arts, sciences, drama, music, available to the schools, and the school boards should be encouraged to supply educational institutions with the equipment needed to use these valuable documents.

Those are some of the problems facing the francophones as well as a few suggestions concerning the means of alleviating them. In neither case is this list exhaustive. We have thought it advisable to draw them to the attention of the members of the Commission because we are sure that others will confirm, if this has not already been done, the concerns of the French-speaking population faced with the problems of securing the means of maintaining and developing its linguistic and cultural heritage in Ontario.

MEMOIRE *

A LA

COMMISSION ROYALE SUR L'EDITION

L'EDITION EN LANGUE FRANCAISE EN ONTARIO

Présenté par les Comités consultafis de langue française
auprès des Conseils scolaires d'Ottawa et de Carleton

PORTE-PAROLE: L.J. Poirier,
Coordonnateur du bilinguisme, Collège Algonquin
Membre du Comité consultatif de langue française
Conseil scolaire d'Ottawa.

Le 26 mai 1971.

* Peut être distribué à la presse

Mémoire intitulé:	Problèmes particuliers relatifs à l'édition en langue française dans la province d'Ontario.
Présenté à:	La Commission royale sur l'édition.
Par:	Les Comités consultatifs de langue française auprès des Conseils scolaires d'Ottawa et de Carleton. Même si ce mémoire ne se base sur aucune recherche, l'expérience combinée des membres de ce groupe est considérable. Ce sont des administrateurs scolaires, des professeurs, des bibliothécaires et des étudiants francophones qui sont sensibilisés aux besoins particuliers de leur milieu.
Sujet d'étude:	Les besoins particuliers de l'édition en langue française dans le domaine scolaire, dans la province d'Ontario, et quelques moyens d'y remédier.
Recommandations:	Aide financière aux auteurs, éditeurs, bibliothèques. Congé accordé aux éducateurs pour la préparation de matériel didactique en langue française. Collaboration avec les maisons d'édition. Action à long terme, sous forme d'équipes de coordination. Adaptation des cours par correspondance. Collaboration entre les différents gouvernements.

Problèmes particuliers relatifs à l'édition en langue française dans la province d'Ontario

Déjà, de nombreux organismes représentant des auteurs, des éditeurs et des groupes professionnels ont exposé leurs vues sur la situation précaire du livre au Canada et sur les moyens propres à y remédier. De par leur nature même, les Comités consultatifs de langue française auprès des Conseils scolaires d'Ottawa et de Carleton, se doivent de présenter les problèmes spéciaux que pose l'édition du livre dans le domaine scolaire de langue française.

Les maux déjà signalés par nos concitoyens de langue anglaise, sont encore plus aigüs quand il s'agit de la population francophone. Si les compagnies d'édition hésitent à se lancer dans la publication de livres par suite d'un marché trop restreint pour leur écoulement rentable, il est évident qu'elles sont encore plus réticentes à assumer le risque d'une mise de fonds condamnée à rester improductive puisque le marché du livre français est encore plus limité. En conséquence, il y a présentement une pénurie de manuels scolaires en langue française tout spécialement dans les domaines technique et commercial, et, à un moindre degré, dans les sciences et les mathématiques. A remarquer que la plupart des éditeurs ontariens de manuels de langue anglaise hésitent ou refusent carrément d'imprimer des traductions ou des adaptations de leurs propres publications, parce que cela ne serait pas rentable. On nous répondra peut-être qu'il suffirait de faire usage de manuels du Québec. Malheureusement, les programmes scolaires étant différents d'une province à une autre, les manuels québécois ne sauraient répondre aux besoins de la population franco-ontarienne.

La même pénurie existe dans le domaine de l'enseignement par les méthodes audio-visuelles. Qu'il s'agisse de films sonores, de films fixes, de bandes sonores enregistrées, de matériel didactique visuel de toute sorte, les sources françaises sont excessivement limitées. Et lorsqu'il s'agit de matériel importé d'autres pays francophones, celui-ci se révèle inadéquat parce qu'il est présenté dans un contexte totalement différent du nôtre, v.g., le problème des poids et mesures. Nous vivons en Amérique, dans un milieu bien caractérisé, avec nos propres moeurs et coutumes.

Nous constatons également que les cours par correspondance du Ministère de l'éducation, destinés aux élèves incapables de suivre les classes régulières, sont présentés en anglais. Ne faudrait-il pas voir à ce que ces guides de travail intellectuel soient présentés en français pour les étudiants de langue française? Puisque le gouvernement de l'Ontario a reconnu le français comme langue d'enseignement, il se doit d'être logique avec lui-même et d'aller jusqu'au bout de sa politique linguistique.

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De plus en plus, le Ministère de l'éducation vise à favoriser l'individualisation de l'enseignement. Cela suppose, de la part des étudiants, un travail personnel intense. Mais comment est-ce possible si les jeunes n'ont pas accès à des sources de documentation nombreuses et variées? Les bibliothèques scolaires doivent pouvoir offrir aux étudiants les références et le matériel-ressource nécessaires. Il faut donc, outre des imprimés et des documents audio-visuels, un personnel suffisamment nombreux et hautement qualifié pour guider les enfants et les adolescents dans leurs recherches.

Dans le même ordre d'idées, et comme le souligne justement le Rapport du comité sur les écoles de langue française d'Ontario (p. 54):

> "Dans beaucoup de régions, le centre de ressources doit combler les lacunes de la communauté en offrant à tous les résidants francophones, les moyens de se cultiver. Ceci est particulièrement vrai dans les cas où la population de langue française est assez nombreuse pour avoir une école ou une section française mais où elle représente quand même une minorité de la population."

Nous constatons enfin que, dans le domaine de l'information courante, il existe une source presque inépuisable dans toutes les formes de documentation accumulées par la Société Radio-Canada, l'Office national du film, etc. Malheureusement, certains conflits de juridiction en matière scolaire ne permettent pas de tirer tout le parti possible de ces organismes déjà existants.

Recommendations:

Que proposons-nous pour obvier aux difficultés énumérées ci-dessus?

1. Que le Gouvernement de l'Ontario aide financièrement, sour forme d'octrois ou de subventions, les auteurs intéressés à la traduction ou, mieux encore, à la rédaction de manuels scolaires ou de livres de références. Que cette même politique d'aide financière s'applique aux maisons d'édition de l'Ontario ou d'autres provinces qui accepteraient d'investir des fonds dans l'impression et la mise sur le marché de ces mêmes volumes.

2. Que les Conseils scolaires accordent des congés avec solde à certains professeurs qui seraient aptes et consentants à préparer du matériel didactique en langue française.

3. Que la Commission favorise la conclusion d'ententes avec les maisons d'édition internationales pour la diffusion du manuel et du film didactique en langue française, dans la mesure où ces manuels et ces films sont adaptés aux besoins de la population francophone ontarienne.

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4. Que le Ministère de l'éducation prévoie une action à long terme en mettant sur pied une équipe de coordination entre les Conseils scolaires, les professeurs, les maisons d'édition, les associations d'éducateurs, pour préparer des manuels requis et pour assurer leur mise à jour ou leur réédition. Ces publications pourraient prendre la forme de manuels proprement dits ou de fascicules renouvelables.

5. Que le Service des cours par correspondance, organisé par le Ministère de l'éducation, tienne compte des besoins de la population franco-ontarienne en rédigeant des textes français pour guider les étudiants.

6. Que le Gouvernement provincial augmente ses subsides aux bibliothèques scolaires et municipales pour permettre à celles-ci d'augmenter leurs collections de volumes et de revues en langue française et d'engager un personnel plus nombreux et compétent qui rende ces instruments de travail plus accessibles aux étudiants et à l'ensemble de la population.

7. Que les gouvernements provincial et fédéral négocient une "libéralisation" de l'usage du matériel d'information actuellement en possession de la Société Radio-Canada, d'Information Canada, de l'Office national du film, et de la Télévison éducative.

Les nombreuses bandes magnétoscopiques enregistrées par Radio-Canada dans les domaines les plus divers: politique, information, arts, sciences, théâtre, musique, devraient pouvoir être mises à la disposition des écoles, et les Conseils scolaires devraient être encouragés à fournir aux institutions d'enseignement, les appareils nécessaires à l'utilisation de ces précieux documents.

Voilà quelques-uns des problèmes auxquels les francophones doivent faire face, ainsi que quelques suggestions quant aux moyens de les alléger. Dans l'un et l'autre cas, la liste n'est pas exhaustive. Nous avons cru bon de les porter à l'attention des Commissaires, assurés que d'autres viendront corroborer, si ce n'est déjà fait, les inquiétudes de la population de langue française aux prises avec les difficultés de se procurer les moyens de maintenir et de développer son patrimoine linguistique et culturel en Ontario.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

CANADIAN TEACHERS' FEDERATION

JUNE 15, 1971

RESUME

The purpose of this brief is to present to the Commission some of the developments in the field of teaching which have implications for Canadian publishers of educational materials. In particular, we stress the movement toward classroom use of many learning aids from a variety of sources, and the consequent change in the concept of the "textbook". Problems of small specialized markets are discussed, as well as the continuing need for material which is specifically Canadian in content.

It is suggested that primary responsibility for the development of Canadian textbooks and other materials should rest with research institutes, universities, teachers' associations and individual scholars. It is further suggested that this work be encouraged through incentive programs financed by cost-sharing agreements among the senior levels of government. The implications for Canadian publishers of this approach to development are also discussed.

BRIEF TO THE ROYAL COMMISSION ON BOOK PUBLISHING

The Canadian Teachers' Federation welcomes this opportunity to make a presentation to a commission which, while based in Ontario, is studying matters of importance to all of Canada. The Federation's membership is composed of 13 provincial and territorial teachers' associations, representing approximately 205,000 teachers. Both the Federation and its members are active in the publishing field and are therefore familiar with some of its problems, although they do not generally operate on a profit-making basis.

Our primary purpose in appearing before the Commission is to bring to its attention some of the trends in teaching which have implications for the book publishing industry in Canada and to express some of the concerns of our member organizations regarding the production of educational materials for use in Canadian schools.

It is our general view that, for whatever reason -- innate conservatism, or an insufficient financial base, or both -- Canadian publishers have become trapped in a tradition of publishing which owes more to the past history of education than to its present or its future. Publishing's allegiance to the past is symbolized in the textbook -- thick, heavy, hard-covered, glossy-paged and in recent years become bright with colour, drawings and photographs. This textbook is expensive to develop and expensive to produce, and is intended to give long service. It can pay for itself only if it has many users for many years. Unfortunately, very few textbooks produced today can expect to have many users for many years.

The result is that there are a number of competitors in the areas where there is still a large, if fluctuating, demand and none in the areas where the demand is small, but perhaps steadier.

Small Markets for Textbooks

The steady demand for good materials in areas where the total number of potential users may be insufficient to support commercial operations may be readily illustrated. The CTF French Language Commission has expressed a continuing concern regarding the dearth of good textbooks for use by teachers teaching in French. Many of the textbooks are translations of English language books, not necessarily even good translations. In other cases textbooks developed in other countries must be used, although they may not suit Canadian courses of study. In general, it may be said that there is a strong need for textbooks and related materials developed for and by French-speaking Canadian teachers.

Concern for disadvantaged ethnic and cultural groups has pointed up the inadequacy of textbooks designed for the use of "average" children. Studies undertaken by the Federation and others have demonstrated the extreme severity of the educational problems of Canada's native peoples.[1] Although the problems are severe, the number of children involved is relatively small. Thus the market may be too limited for commercial activity. Yet it is plain that course materials developed for urban children in southern Canada have little meaning for native children whose environment, culture and language are radically different. A resolution of this problem must be found if the education of these children is to be significantly improved.

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[1]Canadian Teachers' Federation. The Poor at School in Canada. Ottawa: the Federation, 1970. 143 p.

The Kinds of Textbooks Needed

Part of the textbook problem is that the traditional textbook is the antithesis of the kind of curriculum materials needed to support the innovative approaches to teaching which are becoming widespread in Canadian schools and which all teachers are being encouraged to adopt. It is true that good teachers in the past never restricted themselves to the approved textbook, although they may have been obliged to use it. Today's teachers, however, are urged to stray from the text and to use all the resources they can muster to help their students learn.

It is in this context of rich and diversified learning resources that one may see the unwieldiness of the textbook. The textbook is intended to reflect the organization of the course. But teachers may prefer to organize the course in their own way. The textbook is meant to suit large homogeneous groups of people. But teachers have identified more and more small groups who require specially designed materials. The textbook is meant to provide a convenient summary of many original documents. Current teaching methods call for students to look at the original documents and make their own summaries. Textbooks are meant to provide the basic knowledge in a subject. In fact, however, some of that basic knowledge may have been overturned before the textbook reaches any classroom.

In short, then, teachers need textbooks which are short rather than long, light rather than heavy, flexible rather than rigid, capable of being swiftly revised, available on demand in small quantities, and inexpensive in format. This textbook is quite possibly a looseleaf binder, assembled in parts combined at the teacher's request. It might very well contain articles from journals and diagrams made by the teacher, as well

as commercially produced units. It would certainly presuppose a resource centre from which other relevant supporting materials could be easily obtained, including audiovisual materials. The "textbook" in some cases might be a library of paperback novels or a collection of film loops.

It seems evident that the trend in education is toward a certain untidiness and indefiniteness and unevenness in the demand for resource materials. It is inevitable that this should be so if the schools are to provide for individualization, independent study and the pursuit of individual student interests. This trend would account for the increasing popularity of materials prepared by companies outside Canada which have been willing to experiment with new concepts -- for example, transparencies, slides and tapes.

It would probably be fair to say that we do not know in any precise way the demand for educational materials of various types in various fields. For this reason we would suggest that some careful studies of teacher needs be made to determine the specific kinds of materials that are wanted. Such studies should serve as a basis for planning in the publishing industry. At present we can only suggest that such studies would indicate a growing demand for a rich array of learning resources and for Canadian designed materials in the critical areas of history, geography, language, literature and the social sciences.

Development of Curriculum Materials

If it is true that modern teaching requires many specialized curriculum materials, including many items with Canadian content, it seems to follow that commercial companies cannot be expected to bear all the costs of development. Moreover, there are educational as well as economic

reasons for moving the development of curriculum materials away from the commercial publishers. One educational reason is the need for curriculum materials which have a sound basis in school-oriented research. Another reason is that many special materials can best be developed at the heart of the educational process -- by individual teachers and their associations.

It is perhaps not recognized how much willingness there is among teachers to become involved in the development of curriculum materials. Yet many teachers are interested in this area, as we have discovered in administering the Hilroy Fellowship Program. This program, established in 1969, is intended to encourage and reward classroom teachers who are developing new ideas for the improvement of teaching practices. The accounts published of last year's award-winning projects refer consistently to the development of printed and audiovisual curriculum materials related to the particular projects.[2] It seems likely that some of the materials developed by teachers in such projects would be useful to other teachers. However, no feasible means of duplication and distribution is at present generally available. We should add that innovative teaching practices are being encouraged in similar ways by our member organizations, within the limits of the resources currently available. Some of our member organizations have also undertaken the task of reproducing and distributing lesson aids.

Research institutes, teachers and teachers' associations are primary agencies through which development of appropriate curriculum materials could and should take place. Nor should one neglect the potential of such agencies as the Canadian Studies Foundation and Project Canada

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[2]Innovations in Teaching: Hilroy Fellowship Projects. Ottawa: Canadian Teachers' Federation, 1970. 81 p.

West. It is suggested that these agencies become the primary developers of curriculum materials for Canadian schools and that public funds be made available to support and encourage their activities. As well, it is suggested that priority be given to the development of materials in the curriculum areas where Canadian content is essential.

If primary responsibility for developing the content of textbooks and curriculum materials becomes vested in the agencies suggested, what role in the educational field would remain for the publishers? It is suggested that a reorientation of the publisher's role be undertaken through which the publishers would become expert in reproducing, cataloguing and distributing the products of the development agencies and individuals. This reorientation would undoubtedly imply many changes in staff and machinery, not to mention philosophy. It would entail a major disruption of present production and marketing arrangements, and a consequent interruption of earnings. It is therefore suggested that Canadian publishers receive government subsidies during the period in which they would assume their new role.

Copyright

A problem related to the roles to be assumed by publishers which is the cause of continuing concern is the problem of copyright. It was pointed out above that teachers now wish to formulate their own courses and to draw materials from a variety of sources. In doing so, however, they may come into conflict with the copyright laws, which are designed to protect the commercial publishers and their investment in an author's product. Take for example the literature teacher who wishes to employ a thematic approach to poetry and to select for this purpose a dozen or so

poems. He will find these poems spread through different books from different publishers. To him it would be an easy matter to run off class sets of the poems on the handy copying machine. Publishers, however, see this as an infringement of the fair use policy in copyright. But the only alternative for the teacher is to go through a prolonged process of acquiring copyright clearance from various agencies. Producers and consumers seem to be at an impasse in this area. Yet would it not be to the advantage of both to seek a compromise through which, for example, consumers could buy from a central source the particular array of materials that they need? Imaginative solutions to this problem are wanted, and would undoubtedly be of benefit to educators and publishers alike.

Coordination of Development Activities

The encouragement of many agencies and individuals in the development of curriculum materials could lead to much duplication. Canada is in no position to waste its resources on excessive duplication of effort, although some overlapping is unavoidable. It is therefore recommended that means be sought through which a nationwide coordination of activities in this field could be achieved. Both governmental and nongovernmental agencies should be involved in these efforts at coordination.

Texts from Abroad

It has not been the purpose of this brief to belabour the use in Canada of texts developed and published in other countries. In general, our members feel that sincere attempts have been made in most provincial systems to authorize Canadian-oriented texts. Where American and British texts have been chosen, the reason is usually the lack of a suitable Canadian textbook. In some fields Canada has also benefitted rather

freely from the expensive development projects carried out in other countries. There is inevitably some concern, however, that the disappearance of Canadian-owned publishing houses may make it impossible, rather than merely difficult, to obtain the Canadian textbooks which are needed. We would therefore reiterate the urgent need for the senior governments to direct substantial resources into the development of educational materials for Canadian schools. We would also suggest that Canada seek international cooperation in the development of materials in specialized scientific and technical fields. Participation in such projects would not only help to ensure that the product would be readily adaptable to Canadian use; it would also provide opportunity for the employment of the considerable talent available in these fields in Canada.

SUMMARY

It has been our purpose in this brief to present to the Commission some of the concerns of teachers regarding the types of textbooks and other educational materials which are needed now and will be needed in future. We have stressed the need for public funds in the development of these materials, particularly those which must be specifically Canadian. We have also pointed out that increased public funding of developmental work might lead to a redefined role for Canadian publishers. The nine recommendations which follow contain suggestions for action which might help to alleviate some of the problems in the publishing of educational materials in Canada.

RECOMMENDATIONS

1. THAT an intensive survey of the market for Canadian textbooks and other curriculum materials be undertaken in all fields. In particular, such a study should focus on teacher needs.

2. THAT textbooks and supporting materials be published in less expensive and less rigid formats. These formats should permit readier adaptation, revision and reorganization of course materials.

3. THAT incentive programs be set up to encourage the development of Canadian curriculum materials by research institutes, universities, teachers' associations and individual scholars.

4. THAT the senior levels of government enter into appropriate cost-sharing agreements to finance such incentive programs.

5. THAT particular attention be paid to the development of curriculum materials for areas where needs are most acute -- for example, French language texts, differentiated texts for disadvantaged groups, and Canadian materials in history, geography, literature and the social sciences.

6. THAT international cooperation be sought in developing curriculum materials in specialized scientific and technical fields where the total market is small, in order to ensure that these materials are available in both French and English and are adaptable to Canadian uses.

7. THAT Canada-wide coordination of activities in curriculum materials development be promoted.

8. THAT a reorientation of the role of the publishing industry be encouraged to place more emphasis on the locating, reproducing, cataloguing and distribution of educational materials and less emphasis on their development.

9. THAT Canadian publishers be given subsidies during the period in which they are changing to a new role in the production of curriculum materials.

May 31, 1971
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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

L'ASSOCIATION DES ENSEIGNANTS
FRANCO-ONTARIENS

JUNE 15, 1971

TABLE DES MATIERES

INTRODUCTION

L'Association des enseignants franco-ontariens (AEFO) présente ce mémoire à la commission parce qu'elle considère qu'il est de son devoir de le faire. En effet, les statuts de l'Association stipulent que l'un des buts de l'Association est de "perfectionner l'instruction et l'éducation des franco-ontariens." Nul ne pourrait nier que le problème de l'édition du manuel nous touche de très près.

Pour vous renseigner davantage sur la nature de notre association, il convient de mentionner qu'elle est une des cinq filiales de l'OTF et qu'elle compte plus de 5,000 enseignants de langue française.

Ceux-ci offrent leurs services à une population étudiante de langue française évaluée en septembre 1969 par le ministère de l'éducation à 90,397 au niveau élémentaire et à 21,590 au niveau secondaire; la population du niveau secondaire serait sensiblement plus élevée à ce moment-ci.

Notre association a depuis toujours été très intéressée par l'aspect pédagogique et professionnel de la profession. De 1962 à 1969, avec un budget restreint, l'AEFO a versé à quatre auteurs des sommes variant entre $200 et $700; cette contribution a aidé à la publication de quatre (4) manuels. Au cours de cette même période, l'AEFO a consacré $4,000 à la préparation d'aides pédagogiques. Vous trouverez à l'annexe "A" la liste des publications de l'AEFO incluant les aides pédagogiques.

Dans ce mémoire, nous avons voulu mettre l'accent sur le manuel de langue française. Nous tenons néanmoins à présenter des recommandations qui pourraient s'insérer dans un plan d'ensemble acceptable et profitable pour les deux groupes ethniques principaux de cette province.

Dans la première partie de ce mémoire,nous nous penchons sur les problèmes de la rentabilité du marché ontarien pour le manuel de langue française, sur les difficultés que doivent surmonter les auteurs-enseignants et sur les difficultés particulières aux écoles de langue française.

Dans la seconde partie nous vous présentons nos recommandations.

I- PROBLEMES

A- RENTABILITE DU MARCHE ONTARIEN POUR LE MANUEL DE LANGUE FRANCAISE

Le marché ontarien pour le manuel de langue française est peu ou pas rentable; il n'intéresse que peu de maisons d'édition. Les causes principales de cette non-rentabilité sont les suivantes.

a- La faible concentration de la population étudiante de langue française ne permet pas à un éditeur d'avoir un tirage élevé.

b- Les changements fréquents des programmes d'étude provoquent le remplacement des manuels en existence.

c- De plus en plus, les enseignants font usage de manuels différents pour un même cours; dans un tel cas, ordinairement, on ne met plus un manuel à la disposition de chaque étudiant mais plutôt un assortiment (class set) de manuels à la disposition d'un groupe d'étudiants.

d- La multiplicité des options est devenue chose courante au niveau secondaire. La population étudiante de langue française déjà en minorité doit se répartir à travers cette gamme d'options et il y a peu de chances qu'un même manuel soit utilisé par un grand nombre.

e- La compétition des maisons d'édition étrangères a pour effet qu'un manuel produit par une maison d'édition canadienne a moins de chances d'être adopté.

f- Le risque de ne pas recevoir la sanction officielle du Ministère permettant l'inscription d'un manuel dans la Circulaire 14 est grand.

g- Les frais d'entreposage tels que l'intérêt, l'assurance et le loyer deviennent lourds à supporter surtout si l'écoulement des manuels est long et incertain.

B- DIFFICULTES QUE DOIVENT SURMONTER LES AUTEURS

a- Les auteurs doivent effectuer eux-mêmes les déboursés inhérents à la rédaction d'un manuel: coût de secrétariat, etc.

b- Les auteurs doivent sacrifier un nombre d'heures incalculable de leur temps libre en plus de vaguer à leurs occupations quotidiennes ou quitter temporairement l'enseignement et absorber une perte de salaire.

c- Les auteurs risquent de ne pas voir leur oeuvre publiée pour les raisons prévues à la section "A" de ce chapitre.

d- Avec un tirage nécessairement limité, les droits d'auteur doivent être nécessairement modiques et n'incitent pas les auteurs en puissance à composer des manuels.

Etant donné l'absence de support financier, peu d'auteurs peuvent prétendre être en mesure de produire des oeuvres valables.

C- DIFFICULTES PARTICULIERES AUX ECOLES DE LANGUE FRANCAISE

a- Dans le domaine des manuels, il y a une période de rattrapage à couvrir puisque la création des écoles de langue française de l'Ontario est récente:

Bill 140 (Ecoles éléentaires) 1968

Bill 141 (Ecoles secondaires)1968

b- Les sources majeures d'approvisionnement en manuels de langue française sont: la France et le Québec. Dans l'un et l'autre cas, le coût est élevé et très souvent, les manuels ne sont pas adaptés aux besoins des franco-ontariens.

c- Très souvent, il faut faire usage de manuels de langue française et de langue anglaise; il y a donc plus de manuels en usage dans une école de langue française que dans une école de langue anglaise.

d- Pour les raisons mentionnées à la section "A" du présent chapitre qui sont encore plus aiguës dans les écoles de langue française, les éditeurs sont peu intéressés à la publication de manuels de langue française.

II - RECOMMANDATIONS

A - APPROBATION DES MANUELS

1- Que le ministère de l'Education maintienne ses critères pour l'approbation des manuels.

2- Que le ministère de l'Education maintienne la publication de la Circulaire 14 ou toute autre formule semblable mais crée deux sections: une pour les manuels de langue française et une pour les manuels de langue anglaise.

3- Qu'au niveau provincial, l'approbation des manuels de langue française se fasse par les surintendants de langue française du ministère de l'Education.

4- Qu'au niveau local, lorsqu'il n'y a pas de surintendant de langue française, le directeur d'école soit autorisé à soumettre aux surintendants de langue française du ministère la liste des manuels qu'il désire faire approuver.

B - COMMISSION D'ETUDE

5- Que le ministère de l'Education mette sur pied une commission d'étude sur les manuels de langue française.

6- Que les représentants à cette commission proviennent d'organismes tels que: ministère de l'Education, associations professionnelles, faculté d'éducation de l'Université d'Ottawa, etc.

7- Que le mandat de cette commission soit le suivant:

a- faire l'inventaire des manuels de langue française disponibles pour les écoles de langue française de l'Ontario,

b- déterminer les besoins les plus pressants,

c- planifier les besoins à long terme,

d- suggérer selon le cas l'adaptation, la traduction ou la création de manuels de langue française,

e- suggérer des lignes de conduite permettant une meilleure collaboration entre les ministères de l'Education des provinces canadiennes et ainsi assurer une plus grande diffusion du manuel de langue française.

f- suggérer un mode d'octroi efficace pour permettre aux conseils scolaires d'acheter des manuels de langue française.

C- CAISSE POUR LES MANUELS

8- Que le ministère de l'Education établisse une caisse pour les manuels dont le but serait d'aider financièrement les auteurs et les maisons d'édition canadiennes.

9- Que le ministère de l'Education invite les maisons d'édition à soumissionner pour l'impression des manuels jugés non rentables. On respecterait ainsi le principe de la libre entreprise tout en rendant possible l'impression de manuels qui, normalement, ne seraient pas publiés.

D APPUI FINANCIER AUX AUTEURS

10- Que le ministère de l'Education supporté ou non par les organismes fédéraux appropriés (Conseil des Arts, conseil des ministres, etc.):

a- Défraye le salaire des auteurs-enseignants qui auraient obtenu un congé sans solde de leur employeur afin de composer un manuel.

b- Aide financièrement les auteurs ou groupes d'auteurs qui seraient prêts à sacrifier de nombreuses heures de loisir tout en demeurant à l'emploi de leur conseil scolaire afin de composer un manuel.

c- Défraye les déboursés spéciaux causés par la prépartion d'un manuel: impression, etc.

11- Que le ministère de l'Education s'assure que les conseils scolaires accorderont un congé sans solde aux auteurs-enseignants.

E- MAISONS D'EDITION CANADIENNES RENTABLES

12- Que le gouvernement fédéral impose une taxe spéciale pour la vente des manuels vendus au Canada par des maisons d'édition dont le capital-action n'est pas contrôlé à plus de 50% par des Canadiens.

13- Que le ministère encourage la production de manuels qui ne seraient pas volumineux et dont le coût de fabrication serait peu élevé. Exemple: livres de poche et plaquettes.

PUBLICATIONS DE L'AEFO

AIDES PEDAGOGIQUES DE L'AEFO

Anthologie pour les 1re, 2e et 3e années - 111 pages

Anthologie pour les 4e, 5e et 6e années - 93 pages

Anthologie pour les 7e et 8e années - 134 pages

Composition française

2e année - 22 pages

3e année - 24 pages

4e année - 38 pages

5e année - 52 pages

6e année - 48 pages

7e année - 34 pages

8e année - 56 pages

Géographie - catalogue - 9e à 13e - 45 pages

Histoire - Bibliographie commentée-10e année - 18 pages

Histoire - Bibliographie - 11e, 12e et 13e années - 15 pages

Sciences, L'enseignement des - 1re, 2e et 3e années - 31 pages

Sciences, L'enseignement des - 4e année - 24 pages

Sciences, L'enseignement des - 5e année - 30 pages

Sciences, L'enseignement des - 6e année - 28 pages

Tout l'Univers - Index analytique - 50 pages

Le Directeur - un enseignant, un chef de file, un guide, un administrateur - 39 pages

Le Guide de l'étudiant - 10 pages

Plan de certification

AUTRES PUBLICATIONS

Historique de l'AEFO - 80 pages

La conduite d'une assemblée délibérante - 13 pages

Appartenance à l'AEFO des enseignants de langue française des écoles secondaires - 7 pages

Plan de certification du Conseil des enseignants des écoles secondaires (CEES) de l'AEFO - 28 pages

PERIODIQUES

Entre Nous, bulletin mensuel d'information

Ecole Ontarienne; revue professionnelle publiée cinq fois par année.

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

CARLETON LIBRARY
EDITORIAL BOARD

JUNE 15, 1971

CARLETON UNIVERSITY

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HE INSTITUTE OF
NADIAN STUDIES

April 15, 1971

Mr. Robert J. Fleming
Executive Secretary
Royal Commission on Book Publishing
Suite S-750
252 Bloor Street West
Toronto 181, Ontario

Dear Mr. Fleming:

I have pleasure in submitting a brief from the Editorial Board of the Carleton Library (Institute of Canadian Studies, Carleton University) for the consideration of the members of the Royal Commission on Book Publishing.

Although the brief is submitted in the name of the Editorial Board, it should be noted that not all the members of the Board subscribe to all the recommendations contained in it. The Editorial Board is composed of the following persons:

D.M.L. Farr, General Editor
James Marsh, Executive Editor
B. Carman Bickerton, Subject Editor in History
Michael S. Whittington, Political Science
Thomas K. Rymes, Economics
Gordon C. Merrill, Geography
Bruce A. McFarlane, Sociology
Derek G. Smith, Anthropology

R.L. McDougall, Past General Editor
Pauline Jewett, Director of the Institute of Canadian Studies
A.D. Dunton, President of Carleton University

The Editorial Board would be prepared to expand upon any of its recommendations if desired by the Royal Commission.

Sincerely yours,

D.M.L. Farr

D.M.L. Farr
General Editor
Carleton Library

DMLF:pm

Resumé of Brief to the Royal Commission on Book Publishing
from Editorial Board, Carleton Library
(Institute of Canadian Studies, Carleton University)

Introduction: Origin and Objectives of the Carleton Library

Recommendations

1. Capital Assistance to Canadian Publishers
   The publication of Canadian titles should be assisted through long-term, low cost government loans.

2. Subsidy for Titles Which Are Not Commercially Viable
   The Editorial Board would like to see a programme of subventions, based on an appropriate jury procedure, set up by the Government of Ontario to assist in publishing important Canadian works which do not have a commercial market.

3. Financial Support for Extraordinary Costs in Book Production
   Assistance should be provided under the programme proposed above for the costs of French-English translation and the provision of maps, tables and other supporting material for selected Canadian titles.

4. Bulk Purchasing of Works of Canadian Content
   Knowledge of Canada in foreign countries could be enhanced through the placing of a representative and current collection of Canadian works in embassies, consulates and other agencies abroad.
   The Department of Education should make available increased funds for the purchase of Canadian-focussed books of supplementary reading for secondary schools and colleges of applied arts and technology.

5. Rights to Reprint Canadian Material
   The Canadian Copyright Act (1952) should be amended so as to ease the conditions for the issuing of licences for the Canadian publication of copyright works not printed in Canada.

6. The Increased Sale of Canadian Books Abroad
   Markets beyond Canada should be more aggressively exploited by government and private enterprise in the quest for larger Canadian book sales.

Conclusion: Books and the Canadian consciousness.

Submission to the Royal Commission on Book Publishing

from Editorial Board, Carleton Library

(Institute of Canadian Studies, Carleton University)

INTRODUCTION

Origin and Objectives of the Carleton Library

The Institute of Canadian Studies of Carleton University is perhaps the oldest interdisciplinary programme of its kind in a Canadian university. Its purpose is to support and direct teaching and research in the humanities and social sciences towards the study of Canadian society and institutions. It represents a collaborative venture based on the participation of twelve teaching departments - English, French, History, Political Science, Law, Sociology and Anthropology, Psychology, Economics, Geography, Journalism, Art History and Music. Founded in 1957 through the initiative of Dr. Claude Bissell, then President of Carleton University, the Institute offers a Master's degree in Canadian Studies based on a selection of courses in the participating disciplines, combined with seminar and thesis work emphasizing the interdisciplinary approach to Canadian topics. Since 1957 it has awarded over fifty degrees based on an average annual enrolment of twenty to twenty-five students selected from universities across Canada. Its present Director is Dr. Pauline Jewett.

The Carleton Library represents the principal publishing venture of the Institute. Launched in the spring of 1963, the series now consists of fifty volumes, comprising titles drawn from the fields of Canadian history, politics, economics, sociology, anthropology, geography and journalism. Many of the titles are reprints of standard works which were out of print or which were to be found only in scarce or expensive editions. Others are new compilations of source material selected to illuminate leading themes in Canadian life and society. Still others are original work specially commissioned to fill gaps in the literature of a subject. The purpose of the series is to make these items available in inexpensive but authoritative paperback editions.

The Institute of Canadian Studies provides an Editorial Board representing the various subjects encompassed within the scope of the series. This Board, with the advice of university teachers and librarians in every part

of Canada, chooses the titles for the series and provides editorial supervision as the titles are being prepared for publication. The books are published by McClelland and Stewart Ltd., of Toronto, who have seconded an editor to Carleton University to work with the Editorial Board on the project. All books in the Carleton Library are newly type-set in order to constitute a series of uniform format and convenient size. Each reprint or new compilation in the Carleton Library is edited by an authority in the field who contributes an introduction, notes and suggestions for further reading.

Books in the Carleton Library are intended to serve the universities, the community colleges, and the secondary schools; they have also proved useful for the general reader wishing to deepen his understanding of Canadian life and institutions. The series has been carefully planned in order to create, over a period of years, a representative collection of enduring writing about Canada in the humanities and social sciences. It is the first publication project of its kind to be planned and produced entirely in Canada.

The publisher has undertaken to maintain all the volumes in the series in print at all times. In the last year sales of the series have approached 50,000 copies; sales of individual volumes over their period of publication have ranged from about 3,000 copies to almost 20,000 copies.

A brochure providing a list of the titles published in the Carleton Library is attached.

RECOMMENDATIONS

1. Capital Assistance to Canadian Publishers

At the outset the Editorial Board would like to offer endorsement in principle to the proposal that the publishers of Canadian books be assisted, in the competition for capital financing, through low cost government loans. There appears to be little doubt that book publishing is at a disadvantage in securing commercial loans or offering stock issues in comparison with other forms of economic enterprise in which the rate of return on capital is higher and more certain. Canadian publishers whose exclusive function it is to publish printed materials may be at a further disadvantage in

competing for investment capital with large international corporations, many of them representing a conglomerate form of organization. In addition the limited market for Canadian titles has meant that the financing of companies concentrating on publishing Canadian works has often been difficult. For these reasons the Editorial Board urges the provision, by either the Government of Ontario or the Government of Canada, of long-term capital financing to the publishers of Canadian titles at a low cost. Such assistance should be made available on the basis of acceptable accounting criteria, such as the previous performance of applying firms, and should normally be repayable from operating income.

The Editorial Board would emphasize that the capital financing it proposes should only be applied to the publication of Canadian titles. Loans should be related to the Canadian output of a book publisher, this proportion to be determined by the number of Canadian titles issued by a company in relation to the total number of titles it published during the year.

2. Subsidy for Titles Which Are Not Commercially Viable

The Carleton Library is envisaged by its publisher and by its Editorial Board as a series which must "pay its way". One of the special advantages of a series in this regard is its inherent capacity to cover off titles with limited sales against those with a larger appeal. The Carleton Library has operated on this principle since its establishment. In its endeavour to maintain a balance between titles which are distinctly marketable and those which are less so, it has often had to put aside the prospect of publishing rare and important Canadian works simply because it realized that a commercial market was not immediately available for these works. The Editorial Board therefore urges that a programme of subventions be set up by the Government of Ontario to make possible the publication of Canadian titles of this nature.

It urges that the determination of titles qualifying for support be made by a disinterested jury representing both the producers and the consumers of books: publishers, authors, librarians, teachers, educational officials and representatives of the serious reading public. In making this recommendation the Editorial Board recognizes the disadvantages that are sometimes implicit in selection through a committee procedure: the tendency to favour a conventional approach to a subject, the failure to recognize imagination

an innovation or to accept viewpoints that challenge existing values. Nevertheless the Board cannot identify any better form of selection that would effectively safeguard the public interest as well as ensure a sound judgment being brought to bear upon literary works. It feels that the experience of the jury procedure as exemplified in the operations of a body such as the Canada Council inspires confidence in this method. We believe that the activities of any such agency created by the Government of Ontario should be carefully co-ordinated with existing programmes of aid to scholarly publication carried out by the Social Science and Humanities Research Councils of Canada using funds supplied by the Canada Council or the newly-established Canadian Horizons programme of the Council.

Grants awarded under such a scheme would presumably provide the financial margin necessary to induce a publisher to bring out a work that he would not have published without outside support. We do not feel that such grants should cover the entire costs of publication; the initial decision to publish a particular title should be made by the publisher on the same criteria he would apply to any other title.

The Carleton Library has had to put aside plans to publish a number of works of this type in the last few years. Examples come readily to mind: many of them the writings of contemporary observers of the Canadian scene from the mid-eighteenth century; others pioneer studies that have influenced the interpretation of the Canadian economy and institutions.

3. Financial Support for Extraordinary Costs in Book Production

The Editorial Board would also like to recommend that the granting agency proposed above be authorized to receive submissions for assistance to cover extraordinary costs in bringing out new editions of Canadian works.

The additional costs envisaged can be listed under several headings:

(a) Costs of translation, French into English and English into French

It is obvious that there exist a large number of Canadian works in the French language which it would be eminently desirable to make available to a wider readership through translation. The Carleton Library has already taken some steps in this direction, most notably in the publication of French-Canadian Society, Vol. I, edited by M. Rioux and Y. Martin, a collection of essays written largely in the French language which was produced in an English edition in 1964. The appearance of this work in

English has been of great value in explaining the social development and state of mind of Quebec to English readers who might not have had access to material of this sort without a translation. The title was extremely well received in English-Canada, adopted for courses in a great many universities and community colleges and has gone through several reprintings. The Carleton Library has also translated individual essays and extracts from French into English for a number of other titles which it has published.

It is apparent that there is a great deal to be done in this field. Selections from French-Canadian historiography, especially some of the writings of Canon Groulx, urgently need to be made available in English; the lively writings of French-Canadian sociologists and political scientists need to be disseminated across Canada; the writings of significant political figures such as Henri Bourassa should be translated; the researches of European scholars who have studied Canada, such as Raoul Blanchard, M. Giraud and André Siegfried, deserve to be more widely known: these are only a few examples drawn from a long list. An equally long list could be provided of important works in the English language which should be made available to readers in French.

Although the Canada Council has provided the Carleton Library with assistance towards translation costs in the past, the Council no longer has a formal support programme in this area. It is therefore the more urgent that other agencies of government, at both the federal and provincial levels, agree to assume responsibility for assisting the two-way translation of significant Canadian works of both a popular and scholarly nature. The costs are high -- so high, indeed, that the Board recognizes that it may be necessary to establish a provincial or federal translation bureau or agency in order to effect economies in this important work. Again, the normal criteria of publishable merit should be met in judging such works, and liaison should be developed with other agencies in different jurisdictions concerned with this task.

(b) Costs of the provision of maps, tables and other supporting material

Many Canadian works are dependent on (or certainly enhanced by) the provision of maps, graphs, tables or other supporting material. Very often the additional costs of these features cannot be borne by a publisher who sees a limited market for a particular Canadian work. They are therefore omitted and the resulting title is the poorer for their omission. The

Carleton Library has endeavoured to provide supporting material of this kind for its volumes and has obtained assistance from private sources as well as from the Canada Council for this purpose. Maps have been provided, for instance, for the reprint of G.P. de T. Glazebrook's History of Transportation in Canada (2 vols., 1964) and W.C. Wonders' Canada's Changing North (1971). John Porter's Canadian Social Structure: a Statistical Profile (1967) required a considerable variety of tables. Other volumes contemplated in cultural and physical geography and in sociology and anthropology will require similar material.

The Editorial Board would like to recommend that the granting agency proposed above be enabled to offer assistance for these purposes. Such assistance will enable a wider selection of useful work, properly documented and enriched by illustrative material, to be published; it will tend to keep down the prices of volumes which are designed for a market of moderate means; and it will sometimes constitute the crucial difference between publishing or not publishing a significant work.

4. Bulk Purchasing of Works of Canadian Content

The Editorial Board sees a positive value in government departments at both the federal and provincial level assigning funds for the purchase of works that describe and illuminate the Canadian scene. This policy would have the benefit of providing an impartial encouragement to Canadian publications as well as bringing about a more informed understanding of Canada both at home and abroad.

Anyone who has resided outside Canada for any length of time is aware of the paucity of Canadian books and magazines in public libraries in major European or even United States cities. It is therefore especially regrettable that the libraries of Canada House and Canadian embassies and the offices of the provincial agents-general in London suffer from a shortage of funds for current book purchases. It is strongly urged that much could be done to enhance knowledge of Canada abroad through the systematic purchase of works that treat Canadian society, economic life and institutions. These works could be placed in Canadian missions or consulates, in provincial offices or, in the absence of direct Canadian representation, in community or university libraries where they would be accessible to interested readers.

A gratifying response to the Carleton Library series has come from the secondary school system, not only in Ontario but in other provinces as well. To a large extent this response has been stimulated by the growing tendency of teachers to dispense with "required" texts, substituting a variety of works, many of them in cheaper paperback editions, that are recommended for student reading or essay writing. The blurring of the former distinction between texts and recommended reading, so prevalent now in the humanities and social sciences, began in the universities and is now making itself felt in the community colleges and secondary schools. In meeting this enlarged requirement, which can only lead to a better understanding of issues by Canadian students, a series such as the Carleton Library can play a vital role. Our publishers have endeavoured to assist the trend through offering to supply sets of the series to schools at reduced prices. Thus there are now many high schools in Ontario which possess a sizeable run of the volumes in the series, held either in the library or in the history classroom. Yet much remains to be done to place Canadian material in the schools of the country as the study of civic education, What Culture? What Heritage? (1968), so dramatically pointed out.

It is therefore recommended that the Ontario Department of Education make available increased funds for the purchase of books which constitute supplementary material for courses in history and the social sciences in secondary schools and colleges of applied arts and technology. It is submitted that work of this sort may, in fact, have a stronger claim upon public funds than prescribed text books which are now provided free of charge to the high school student. Supplementary material does not "date" in the sense that text books written for a particular course often do. Very often it consists of "classics" in its field, so that its addition to the school or class room library represents the acquisition of material that is of enduring value. In this sense series such as the Carleton Library have been invaluable in bringing back into print material that was either unavailable or so scattered as to be virtually inaccessible. This contribution will be especially significant in supporting courses in "Canadian studies", the development of which is a marked feature in the planning of curricula in community colleges across Canada.

5. Rights to Reprint Canadian Material

In the last few years American and British reprint publishers have been increasingly active in the Canadian field, whether by securing permission to reprint works held under copyright or publishing works in the public domain. Usually their reprints are of the facsimile variety, normally without editorial supporting material and usually selling at a price that discourages their sale except to institutions or the affluent private collector. It is submitted that these reprints do not satisfy the great need in Canada for inexpensive editions of titles which can throw light on the Canadian heritage. Very often material that can serve this purpose needs to be set in its context and provided with explanatory notes. This is a task which can only be carried out by scholars knowledgeable in a particular field and for its accomplishment a new revised edition of an older work is usually required. In addition, it is vital that the reprint sell at a price that will allow it to be used in the classroom or bought by the citizen or student of average means.

Section 14 of the Copyright Act (1952) provides that the federal minister administering the Act may issue a licence to print a book in Canada where the owner of the copyright fails either to produce the work in this country, or to supply "the reasonable demands of the Canadian market" by books printed in Canada. This provision would appear to allow a Canadian publisher to bring out, under licence, a cheaper edition of a title, perhaps in paperback form, to set against an expensive facsimile edition. The section of the Copyright Act concerning licences has been little used, perhaps because of the necessity for a substantial deposit before a licence can be issued. The Editorial Board would like to suggest that the Royal Commission on Book Publishing make representations to the Government of Canada with a view to securing an easing of the conditions for the issuing of licences for the Canadian publication of works held under copyright but not printed in Canada. This suggestion is put forward, not with a view to forcing the holder of copyright to alienate his proprietary rights but to ensure that the ability to bring out an inexpensive edition of a Canadian imprint be retained in Canada. It should be comparatively easy to determine a "Canadian imprint" by reference to well-established Canadian bibliographies. It is submitted that this reservation should apply typically to works of academic or literary interest, titles which constitute a unique national asset.

6. The Increased Sale of Canadian Books Abroad

It is well known that one of the principal sources of difficulty for publishers of Canadian titles is the small size of the domestic market, resulting in shorter printing runs and higher unit prices. While much can be done to promote the sale of Canadian titles at home, it should not be forgotten that there are markets lying beyond Canada which should be more aggressively exploited in the quest for larger Canadian book sales. That export markets have largely been ignored is revealed by the pitifully small total of Canadian book exports in 1969 -- $5.5 millions -- compared with the $144.8 millions which represented the value of books imported into Canada in the same year. The Editorial Board urges the governments of Ontario and Canada, through appropriate agencies, to make every effort to assist publishers in Canada to increase their export of books. It is widely believed that numerous obstacles imposed by foreign governments -- tariffs, copyright protection, quotas and other forms of discrimination -- exist to hamper the export of Canadian books. The Editorial Board feels that a careful study should be launched by the Government of Canada into the conditions governing the international trade in printed materials. Where obstacles interfering with the possible export of Canadian books are found to exist, efforts should be made to remove them through the process of commercial negotiation.

One of the most formidable external limitation on Canadian book manufacturing is the manufacturers' clause in the United States copyright law, which effectively precludes Canadian printers and binders from selling their product in a large and accessible foreign market. In any campaign to increase Canadian book exports, the Board suggests that exemption for Canada from the manufacturers' clause of the United States copyright law become an early objective.

While government action is necessary in an attempt to remove official barriers, Canadian private enterprise should also be directed to increasing the sale of Canadian-written or -produced books in the United States. Canadian publishers should work to improve their advertising and distributive methods in the United States and Britain in order to combat the widespread ignorance of Canadian literary and scholarly achievement that exists in those countries. There is abundant evidence that interest in Canada is growing in United States academic and journalistic circles. This interest should be met by a prompt and effective response from Canadian publishers.

NCLUSION

Finally the Editorial Board would like to make the simple point that in the current search for a Canadian "identity", books play a crucial role. Their value in articulating and transmitting the experience of the Canadian people cannot be measured, yet there is no doubt that it represents a wealth greater than all the oil and natural gas that will be found under Canadian soil. At this time of testing for the Canadian state it is more than ever important to place books about Canada -- sympathetic and critical, academic and popular, expository and interpretative -- in the hands of the Canadian people. These products of Canadian publishing must not be parochial or second rate but must be able to compete in the intellectual and commercial market place of the world. Only through revealing quality of this standard can Canadian books provide a creative environment for the growth of the Canadian consciousness.

Carleton University
Ottawa

April, 1971

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

PALM PUBLISHERS LIMITED

JUNE 15, 1971

S U M M A R Y

Due to the divergence of ethnic, cultural and linguistic background of the people of Canada and of Ontario, the market for books in Canada is equally subdivided, leaving each unit much smaller than the population statistics would imply.

This also makes all considerations of assisting the publication of books a decision which must needs be directed toward only a group of the population rather than a decision of general service to the people.

It has been well established that it is not ownership of publishing companies but the regulations and their enforcement by the departmentsof eduction which decides the content of text-books.

Canadian publishers can be helped in two ways:-

Firstly by removing certain handicaps they are subjected to by postal, copyright and purchasing patterns on behalf of government or government supported (tax-payers' money being spent) institutions.

Secondly by extending some financial assistance in the form of long term low-interest loans to balance some of the richly capital-endowed foreign concerns. Subsidizing of individual books is a dangerous practice, since decisions would be closely linked to government propaganda and ideological indoctrination.

To The Royal Commission of Ontario on Publishing

In submitting a brief to the Royal Commission we are intending to draw attention to only a few points in this vast and complicated picture. It is complicated by the fact that at least three important factors constitute the problem of publishing by Canadian firms in Canada.

Firstly, there is the Economic aspect. Without a sound economic approach to the problem, publishing would become an idealogical and political foot-ball, with grave consequences for any country which depends for its survival and growth on realism, competence and intelligent effort. This goes for publishing in all its phases whether books, newspapers or periodicals.

Secondly, and dependent on the economic aspect there is the cultural aspect directly affected by the access to publishing facilities by and for the Canadian people. Canada needs to retain within Canada the professional means for assuring the transmission of a Canadian image to a growing generation through text-books to youth and in general books to a Canadian people, still searching for an identity to emerge more clearly out of the different and sometimes even hostile cultural heritages yet to be blended.

Thirdly, there is the demographic aspect, directly affecting Canada's potential for publishing. A heterogeneous population, more or less thinly spread over vast distances, is closely linked by interest patterns as well as communication media to North-South thought and economic exchanges, rather than firmly united by bonds of tradition and history a 'mari usque ad mare', from East to West. This is largely contributing to a regionalism of interests as divergent as the people of the East Coast of Canada or the

United States differ in regional interest from the people of the West Coast of Canada or the United States. It must be remembered that the Westerners like the Maritimers in each country often have more in common interest than they have in common with other regions within their countries. This regional factor has a profound influences on the former two aspects, deeply affecting publishing, namely economics and cultural diversity. While this Royal Commission is limiting its interests to Ontario, one cannot overlook these elements. Firstly they are reflected in no small measure even in Ontario by the vastly differing approaches and attitudes often to the same questions on culture and education in different regions of Ontario. Let us just refer to the differences in interest patterns of the New Canadians of many ethnic origins living say, in many communities at the Lake Heads, to those of the Empire Loyalist descendants of Central Ontario and both to the interest motivation in reading of the Franco-Ontariens, of Northern and Eastern Ontario.

How does that affect the publishing business? It affects most directly the market potential of a publisher. May I submit that the publishing of Earl Birney's poetry or Pierre Berton's 'The Comfortable Pew' or Hugh McLelland's 'TWO SOLITUDES' would register entirely different levels of interest at Thunderbay, with Canadians from Finland or the Ukraine, compared to that among descendants of Empire Loyalists, around London or among the French Canadians from Alexandria to Timmins. The per capita basis of interest levels is a factor every publisher must take into account when making a meaningful estimate of his market for any specific title. In other words: In Canada demographic data only becomes

meaningful as regards definition of 'Canadian interest' when the total population figures are split up into groups - and that is not limited merely to a division into English and French. Hence, when defining the term 'Canadian Literature' or a book as 'desirable for Canada', for which even public funds might be set aside, such evaluation must needs be twofold. Is that book desired by specific numbersof Canadians or is it a book desirable by government for a certain group of Canadians, who would, left to themeselves, be indifferent to it under ordinary circumstances.

Secondly, this has a very direct effect on Ontario as the home of the bulk of Canadian publishing of books and periodicals in the English language. Hence, when dealing with publishing in Ontario, the British Columbia public, the schools and libraries are of as vital an interest to Ontario as are those of the Maritimes and the Prairies.

On the other hand - once we get away from the specific aspect of Canadian attributes in literature or education texts - there is a general common denominator for the book market in Canada. That common denominator is the general North American or even just the general book. Here, however, this general book, including general texts, is handled by vast publishing facilities and is backed by the immense financial resources commensurate to the equally immense North American market, largely inaccessible to a Canadian publisher. It hardly needs elaboration here why the United States, in the English language, and to a large extent France, even if on a smaller scale, in the French language, have developed potentials only possible to those who possess an immense and organnizationally protected domestic market from which to begin building for world

distribution. Other reports have dealt with many of these points all the way from copyright and manufacturing clauses to sales facilities through publicity via communication media, book reviews and retail outlets.

Let us make it quite clear at this point that it is our firm conviction that the Canadian people should not and definitely could not - as long as freedom lasts - be cut off from or even be impeded in access to the publishing world of the United States, Great Britain or France. Such a policy, if successful, would condemn Canadians to become mental slum-dwellers. It would lead to intellectual underdevelopment of intellectually underpriviledged.

It would also have dire effects upon existing Canadian publishers who all still derive a substantial part of their income from either representing or distributing these general books from abroad. A large share for the crisis in Ontario publishing now attracting attention is directly attributable to foreign firms establishing their own distribution - after entering the Canadian market through Canadian distributors who had served them well.

The economic problem facing publishers who sold out was not so much competition with 'foreign books' as simply the question who was to supply this foreign book to the Canadian purchaser. A lot of uninformed discussion has obscured this basic pedestrian fact with abstruse excursions into the unrealism of book competetion, when in fact it was merely a rivalry of distributing interests of the same books.

But it is equally unrealistic to overlook the factor of the multi-lingual, multi-cultural and hence multi-directional, as far as interest is concerned, aspects of the Canadian market when

discussing Canadian publishing.

After years of representing and establishing the books of J.M. Dent, London, through McLelland & Stewart Dent's decided their own establishment in Canada was now warranted. The list of other British or U.S. publishers who entered Canada through Canadian firms and then established their own branches is the history of Canadian book publishing. Now this is attracting attention.

W.J. Gage sold as a Canadian firm books published by Scott Foresman, a U.S. house, but adapted to Canadian needs. Much of their proceeds went into developing Canadian texts. Then Scott Foresman sold the same books, after acquiring ownership of the Canadian distributing firm. Today the firm, reinvigorated with additional capital facilities is doing the same thing with even more vigour. To argue that their books - which are basically the same today as they were yesterday - before shares changed hands - are less Canadian than they were then, is only convincing to the complete outsider. It is earnestly to be hoped that government will not yield to uninformed outsiders' judgement, too often based on ignorance or prejudice and prone to the demagogy of a retarded nationalism. To formulate a policy which will safeguard Canadians' right to excellence, while retaining publishing facilities for Canadian national purposes, the glib and the facile offer poor counsel.

By a number of un-dramatic but very practical measures a great deal can be done for Canadian publishing in a way which will be both sound for the present and assure the healthy development of Canada's literary potentials for the future - without unduly victimizing the tax payer. For that reason let us look at some

facts.

T E X T S B O O K S

Let us not forget that content of school books, as far as their Canadian approach or characteristics are concerned is and always has been in the hands of provincial educational authorities. But standards of pedagogical excellence and appropriateness of content for a child's aptitude and learning skills cannot be legislated, anymore than legislation can insure standards of professional proficiency in medicine or engineering - it can only set them. Achievement comes through professional competence. These standards in the final analysis depend on the degree of advancement achieved in any specific discipline and on scientific discoveries often far beyond the boundaries of any one country. Government can only legislate easier access to the wealth of human knowledge or impede it - never generate it. That is left to human genius everywhere, unhampered and individual.

Let us illustrate from our experience. A series of pedagogically widely accepted reading texts were developed at great cost in the United States but based on linguistic progress in many countries. We purchased the method by acquiring copyright. Then a group of outstanding Canadian experts from Edmonton to Ontario and Quebec fine-combed the texts. Substitution for certain U.S. selections were made and writings by Stephen Leacock, Charles G.D. Roberts, Pearl Packard, Leslie Roberts, Pierre Berton, Farley Mowat, Nancy Green and many others were thus made available to the Canadian child by our editors. But these Canadian writings are presented in a pedagogically superior teaching method which

took years to develop and hundred of thousands of dollars to stabilize. We have printed our books, with our adjusted Canadian content in Canada. It has been even at that a very considerable investment. But if we had to start from scratch, if we would have had to disregard linguistic advances made on this continent and in Europe, and would have had to develop the entire text and method, the financial implications alone would have far exceeded what the Canadian market can offer in returns. This is said without even totalling up the loss of pedagogical excellence which narrow provincialism or nationalist obscurantism would have imposed on Canadian learners, if no outside co-operation were permitted.

Incidentally, whether one turns to the field of linguistics or other disciplines - our very best Canadian professionals owe a great deal of their excellence to studies at institutions of higher learning abroad, largely in the United States, just as the United States have also benefitted by their people having absorbed learning in Canada. You may be sure that when a Canadian with a Master in Pedagogy or a Ph D from a leading U.S. university returns to Canada, there is an enrichment of our education rather than an intellectual "take-over", as some narrow chauvinists would have us believe.

Certainly our authorities responsible for our school should assure programs to give our children a deeper sense of country and a stronger loyalty to our institutions. But this can be better achieved by teaching precisely these subjects, namely loyalty and Canadian civics - sadly neglected on many school curriculae - rather than tinkering with mere forms of commercial or juridical tool-making in education. It is as though we would pretend to be

building better Canadian houses because ownership in the manufacture of nails and hammers is in Canadian, instead of in foreign hands. It is not the ownership of nail manufacturers but their quality and our building skills which ensure a good house. In Churchill's phrase, Canadian teachers and parents should rather say to the world "give us the best tools and we will finish the job". The job is making loyal Canadian citizen, loving their country and respecting their institutions, because they have been taught about them, and because they have been made superiorly proficient in the use of their language, so as to clearly express and understand learning and scientific achievement for the benefit of their Canadian homeland.

SOMEPRACTICALSUGGESTIONS

So let us then come back to the basic three points which must be considered as basic to any study of the field of publishing in Canada.

All the three points mentioned, namely economic - cultural - demographic meet and have their bearing upon the first, the economic aspect of publishing in Canada and therefore, specially in the English language, upon publishing in Ontario.

Let us, therefore, just bring up a few salient points.

The demographic aspect aside from its diversification mentioned earlier, has a very direct bearing on comparative sellingcosts Canadians have to face. A salesman for books in Chicago or New York has access to about as many potential customers by street-car or underground transportation as a book salesman in Canada can reach from coast to coast travelling by air, rail, car, or probably even pack-horse in the Rockies and by dory to the outports of Newfoundland. That has a very direct economic implication - whether you spend a bus fare to reach customers or have to invest trans-Canada public or private transportation fares across thousands of miles (for which you pay) but which are bereft of any massive groups of customers. I am thinking of that Northern Ontario stretch between Ottawa and Winnipeg (without stop over at Sudbury or White River), as an

instance. So the mails for Canada assume paramount importance.

It is not by discriminating against our neighbours but rather by not evading a 'painful reappraisal' of some of our own government policies deeply affecting Canadian publishers in Canada that we must seek some solutions. These plicies have caused far greater harm to Canadian publishing than the much vaunted 'take-over' by friendly firms. Let us just deal with an example, which can be multiplied.

HANDICAPS FOR CANADIANS BY CANADIANS

The mails in Canada are, because of our geography and lack of density of population a most important merchandizing means, not only for publishers.

As a first example of differentiations between the U.S. book publisher, say in New York, and a Canadian publisher in Toronto, as regards serving their respective customers, let us consider postal rates.

The U.S. publisher can send up to 70 lbs. for $4.25 all the way to the West Coast. The Canadian publisher can send at a maximum only 25 lbs. at a cost of $2.09 per parcel. This means it would cost him three handlings, three packing etc. etc. plus postage of $6.27. If the Canadian publisher wants to save multiple handling and send only one parcel, he can use express delivery. The fee here would be in most cases a minimum of $10.00

There is consequently a very definite placing of Canadian publishers at a disadvantage as against a U.S. publisher in their domestic market. Is it not logical that one then asks the question; why talk about special aid to publishers in Canada instead of asking why not remove the disparity which handicaps Canadian book publishers and distributors in their own country? We are convinced that Canadian publishers are quite as experienced and resourceful enough to match their U.S. competitors <u>on equal ground</u>. But to expect of Canadian publishers to overcome the obstacles which the Canadian Government - through postal tariffs - places in the way of Canadian publishers in sharpest competition with U.S. suppliers and publishers is expecting a great deal.

You may say that these are domestic questions and not

directly affecting business in Canada from abroad.

But since Toronto publishers have to deal competetively, specially in library supplies, with U.S. jobbers, the fact that for example a jobber in Oregon can supply Vancouver libraries from Western depositories, either in Seattle or Portland, having received books from New York to the West Coast cheaper than a Canadian could - means he has an advantage as against the Canadian supplier operating from Ontario, let us say.

Just to add another example. We have before us two envelopes filled with highly commendable sales material of superior quality and finish. It is printed in the United States and it probably costs only a fraction to the U.S. publisher of what it would cost a Canadian publisher because it is, what we call in the trade, an over-run tacked on to a huge U.S. domestic printing - the real costs having been allocated to the U.S. market absorbing hundred of thousands of copies of each item, for which they have a cheaper domestic rate. In the U.S. circular mail up to 250,000 is 3.8¢. In Canada a mailing of over 10,000 copies is 4¢ and for a smoller mailing 5¢. But aside from being swamped by this, to the U.S. publisher cheap advertising material, cheap in terms of what it costs additionally to the publisher in the U.S. - but otherwise superior in quality - the envelope I have brought bears a Canadian 4¢ stamp. Now for us, as a Canadian publisher who is sending out much more modest sales material at higher cost because he cannot mass produce, he is often obliged to pay 5¢ per envelope. The reason as mentioned earlier is that the 4¢ rate only applies for 10,000 envelopes or more involving material and mailing costs many a Canadian booksellers often can't afford, particularly for special appeal books.

The wider appeal of a Hemmingway or an Agatha Christie or a Nabokov or a successful Canadian author publishing abroad warrants such large mass mailings. But Canadian books restricted even regionally in their appeal rarely muster or warrent such large mailing lists.

In a recent news story we heard that the Canadian government lost $27,000,000. in handling this 4¢ mailing privelege - mostly

used by prospering U.S. publishers or special vendors of U.S. books. So Canadian publishers got hit twice: once these facilities are not available because the market is too small, and secondly these Canadian publishers as Canadian tax-payers are forced to foot the deficit, thus in fact subsidize U.S. giants. So who is getting subsidized or special aid in selling books in Canada and with whose money?

Let me turn to another rather specific consideration of money. the Federal government-commissioned report by Ernst & Ernst on publishing in Canada stated that $44,000.000. of tax-payers money is spent yearly by the Canadian libraries of various categories on buying books. Only $11,000,000.00, the report states, is spent in Canada. The balance is bought through jobbers from abroad. That means that roughly $30,000,000.00 of Canadian tax money goes abroad - bringing the U.S. or may be also U.K. jobbers a gross at least of 20% or more. That means that $6,000,000. are lost to the Canadian book selling enterprises - Canadian publishers also having some general library business, to help them spread overhead. Here is a sum in excess of what would be needed to keep the Canadian publishing industry viable.

The fact that the foreign jobber not infrequently ships books into Canada for libraries for which Canadian publishers hold copy-rights or even produced special editions in Canada is another serious detriment to Canadian enterprise.

So as in the case of postal tariffs, one again talks of subsidizing Canadian publishing, while overlooking the very practical method of merely buying with Canadian tax-payers' money books for libraries through Canadian firms and assuring the sale of the Canadian editions. Canadian publishers and book sellers are perfectly capable of rendering the service required, provided they have some assurance a market exists which is shielded from 'overflow-dumping' of facilities and services from abroad, therefore, warranting some organisational investment. Here again it can be pointed out that a great deal of this library business came to Ontario from other provinces. The Canadian Book co-operative center got into financial difficulties, was reorganized and to-day faces bitter competition from U.S. jobbers meantime

established in Ontario.

Here obviously the foreign owned publisher in New York, London or Paris even with a Toronto branch is not too interested in protecting his Canadian Branch office against library or foreign jobbers 'buying around' Canádian suppliers. Whether a foreign publisher sells his book through his Canadian branch or through head-office with a foreign wholesaler shipping the books to Canada still adds up to the same thing to him. A book of the publisher is sold in either case.

This applies to a large extent to some foreign book clubs operating in Canada and even to the more specialized text book trade, where buying around also exists.

In Quebec for example there are a number of foreign publishers devoting their time unhindred to having their texts accepted on the approved lists. But when it comes to the supplying of these books, namely spending tax dollars it is largely left to the domestic firms, as to ownership and control, to act as suppliers. The publisher benefits by not having to organize a large provincial selling organisation which has to cope with deliveries involving warehousing and other facilities and collection from innumerable schools and school boards. In return the Quebec suppliers can buy wholesale and thus benefit from the savings of the outside publishers, who need not maintain expensive distribution and collection machinery. Instead the outside publishers are selling to a few large accounts handling both numerious deliveries to widely scattered schools and, what is after far more exacting, collecting. The actual costs of the books are no greater to the schools, but the saving in handling expenses paid Canadian distributors constitute a very substantial encouragement to the smaller Canadian publisher, having to operate in a smaller market.

B U Y I N G C A N A D I A N T I T L E S

There is no doubt that one of the strongest supports given in various countries to the publishing industry, rightly considered an important element in developing the country's cultural assets through its literature, is by means of buying a certain number of copies of such books and distributing them to libraries or official or semi official libraries at home and abroad.

We have noted this for example when we brought out the book by the former Soviet scientist Michael Klochko., The author is living in Canada and wrote his book for a Canadian publisher. We sold the French rights to Gallimard in Paris, the Italian to Mondadori in Italy, the U.K. rightsto Bodley Head in England and the U.S. rights to Praeger, in New York. It is the latter who had an immediate market to sell a number of copies of this book on a subject of universal interest. Praeger sold hundreds of copies to the U.S. agencies for certain libraries and foreign service estalishments, which meant disposing of several thousand copies. No such sales outlets are available in appreciable dimensions for books published in Canada. We sent one free copy to the National Library in Ottawa and then had to rely on retail selling - envying the interest the U.S. government takes in efforts of a U.S. publisher.

Let met cite another example. We translated a series of articles on visits to a number of countries by the French-Canadian journalist Willie Chevalier "Peace of our Time". As it contained interesting descriptive material on a number of countries, we approached their respective cultural attachés in Ottawa. Three embassies bought several hundred copies each and one bought the book for a long list of Canadian libraries to whom they donated this Canadian book as a goodwill effort. If Canadian diplomatic and other establishments abroad would show even a comparable interest in Canadian books as other governments show, and I can cite the U.S., French, German, Italians and others just as an example, Canadian publishers would look with much greater assurance upon their own publishing ventures of Canadian or related initiatives.

F I N A N C I A L A I D

There is also the question of making capital available for the developing of Canadian publishing often discussed. The dearth of capital compared to the great demands publishing makes upon investment capital before a book can be launched, is an urgent problem. Much has been said about that. We merely want to underline that publishing no less than the various Canadian

endeavours be they along cultural lines, or in the purely commercial line of trade and commerce, need capital on long term and at low interest. We are competing against not only publishing griants but also against capital resources for which we are not comparably equipped. But as this subject has been amply touched upon we will merely go on record as being convinced of the need of such capital assitance.

But at the same time we would like to underline that such assistance should beware of infringing upon the independence of the publisher to take his own decisions, made more responsible because he must continue to assume his own risk. Any assistance by merely subsidizing of individual titles immediately implies that the government is obviously only subsidizing the titles it thinks are worth while. It also means that the publisher is freed on a specific title from any risk. This means, should such subsidies become the rule that the publisher in fact becomes a printer's jobber, or, as we call it in the trade a specialist in 'vanity publishing' - namely publishing books guaranteed beforehand. This practice is much worthier than its name implies, but still, when the 'vanity publishing' is done for the government it can have far-reaching implications - including drifting off into 'propaganda publishing', particularly when the publisher depends for his economic survival on government financed publications.

We would, therfore, consider that it would be conducive to better and more orderly assistance if the dearth of working capital were made the first point of assistance. Obviously each company in need of this capital would have to present its own case. But if, for example a long term loan - 20 years - could be granted at a low interest - say 4% - repayable at regular monthly or quarterly or yearly rates, with interest chargeable on the capital balance, it would assure many an enterprise's viability, as well as give them the ability to embark on constructive programsof Canadian authorship, of the very kind Canada needs.

This would not eliminate other forms of aid, as exist now in the form of Canada Council grants, special grants or direct aid for translations. We would add to these also the purchasing of a certain number of books for libraries or Canadian representatives

abroad and similar accommodations.

But all those 'one shot' aids mentioned are just that, even if most helpful and encouraging to individual schemes. But when we talk of Canadian publishing - specially in the text-book field - it is long term planning which counts. Here a form should be found of helping the publishing industry without at the same time having the industry become a kept servant of a government, which in the final analysis means of a political party and idealogy. It is here that the long term loans on a business basis, even if at more favourable terms, recommend themselves. This practice has been well tried and well proven in other industries and permits the enterprise to retain its independence and hence responsibility of judgement. It is the publisher and not the government which actually assumes the principal risk of success or failure. The enterprise, if improvident, faces liquidation. The government if it makes the wrong decision, at worst writes off a slight loss, by no means endangering its financial stability.

CONCLUSIONS

We have tried to point out how in the handling of the postal tariffs, granted a federal matter but may be a fit subject to be discussed at a federal provincial conference, could eliminate certain disadvantages which exist for the Canadian publisher as against the U.S. Publisher for example.

We have also pointed out how easily some of the tax-payers expenditures for books could be channelled through Canadian hands and thus make earnings - so much preferable to subsidies - available for Canadian book enterprise, without requiring one penny of additional government funds.

We have also indicated how this could cover both the trade as well as the text purchases.

The main point we would like to emphasize, having tried to point to some of the various practical methods available to assist publishing in Canada, is to warn against the plausible but utterly unrealistic trends making themselves noticed. These trends are urging direct government intervention in ownership controls -

always dangerous to commerce and repulsive to the investor of capital. It conjures up aspects of a xenophobia reminiscent of the autarchy trends of a Hitler and Mussolini. Too often it is directed against the United States, to-day with the same venom Britain was being denigrated in the days of her leading world role. While this U.S. baiting obviously can only please Moscow or Peking, it is disturbing not only because of its effect on U.S. investments in Canada which have already brought great benefits to our economic growth, and raised our standard of living. It is also disturbing as a manifestation of singular insular immaturity. We are on the North American continent, we benefit or suffer according to the economic health or debility of our southern neighbour and we can no more isolate ourselves from each other than we can prosper without each other.

And nowhere would nationalistic isolationism make less sense than in the realm of publishing, that industry which depends like no other on the content of its product - the intellectual life of a nation which can either grow in its universal dimensions or be stultified and whither.

We have means to help ourselves by many and varied methods touched upon here. But these are all methods to improve the quality of our own home-management of affairs, often less tempting for government or political leaders than the easier practice of seeing the moat in our neighbour's eye rathern than the beam in our own.

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

ASSOCIATION CANADIENNE-FRANCAISE
DE L'ONTARIO

JUNE 15, 1971

MEMOIRE

PRESENTE A LA

COMMISSION ROYALE D'ENQUETE SUR L'EDITION DU LIVRE

PAR

L'ASSOCIATION CANADIENNE-FRANCAISE DE L'ONTARIO (ACFO)

Mai 1971

Ce mémoire est présenté au nom de l'Association canadienne-française de l'Ontario (ACFO). Notre association, principal porte-parole de la population francophone de l'Ontario, s'occupe de l'ensemble des intérêts sociaux, culturels et économiques des Canadiens français de l'Ontario, mais par tradition, a toujours attaché une importance capitale au domaine de la culture et de l'éducation sur le plan provincial.

Voilà pourquoi l'ACFO est très heureuse d'apporter sa modeste contribution à cette commission royale d'enquête sur l'édition du livre.

Le mémoire que nous présentons aujourd'hui a été accepté par le Comité exécutif de l'ACFO lors de sa dernière réunion.

L'invasion des capitaux américains et de la culture américaine au Canada: voilà bien un sujet de plus en plus rebattu dans le Canada aujourd'hui.

Au moment où tant de politiciens, d'hommes d'Etat, d'économistes et de sociologues se penchent sur ce problème majeur, il ne serait pas messéant d'évoquer les propos d'un grand Canadien: le très honorable Vincent Massey.

Au cours d'un congrès de l'Association des Canadian Clubs, tenu à Charlottetown, le 1er juin 1964, celui qui était alors gouverneur général du Canada osa faire devant ses auditeurs un aveu significatif:

> "The greatest contrast between the American nation and ours is that the United States is a country of one language and one culture and Canada is a country of two languages and basically two cultures. Let me say quite frankly and humbly that it has taken us in English-speaking Canada a long time to realize that there are two cultures in this country and that our French-speaking fellow citizens were here first".

Beaucoup de Nouveaux Canadiens refusent d'accepter le Bilinguisme et le Biculturalisme du Canada. Vincent Massey crut bon de calmer leurs inquiétudes avec ces paroles qui valent leur pesant d'or:

> "It must be remembered that more than a quarter of our population comes of neither French nor British stock. We welcome the cultures which there people have brought with them; we value the rich contribution

> they make to our national life. We, however, have two founding races, French and English in origin, their languages and cultures having a special and permanent place in the national scene. This is an historical fact, not a political judgment".

Ce qui revient à dire - comme Ramsay Cook l'a fait remarquer à la page 24 de son Canada and the French-Canadian Question - que, dans le Canada d'hier et d'aujourd'hui, "The French-Canadian minorities are not minorities like the others".

Les minorités françaises ne sont pas des minorités comme les autres: ce qui est l'évidence même.

La plus importante de ces minorités françaises, puisqu'elle compte plus d'un demi-million de francophones, est, comme chacun le sait, la minorité française de l'Ontario. C'est à elle surtout qu'incombe le devoir de maintenir, de consolider et de développer, en dehors du Québec, l'héritage français et la culture française. Cette tâche difficile, quelque fois ingrate et nécessairement de longue haleine, la minorité franco-ontarienne ne saurait l'assumer sans le concours effectif et permanent du gouvernement de l'Ontario.

1- LE LIVRE ET LA RESPONSABILITE DE LA PROVINCE

Il est à noter que l'ensemble de l'édition canadienne se situe dans le grand contexte américain et il en subit l'influence qui n'est pas toujours bénéfique. Même l'édition du livre français en subit à l'occasion le contrecoup. Cela signifie déjà que le livre joue aujourd'hui un rôle important dans la vie culturelle de la société moderne. Et il le fait avec d'autant plus de force que les moyens de communication à notre époque se multiplient sans cesse et se perfectionnent de jour en jour. Ainsi, le livre que nous lisons est le messager d'une culture: mais il est aussi le produit direct d'une civilisation de plus en plus industrialisée.

Au Canada, chaque province a sa part de lion à jouer dans le domaine culturel. Elle est pratiquement responsable, entre autres choses, de l'éducation, des manifestations culturelles et du régime social. Il est donc tout à fait normal que les autorités provinciales, dans la limite de leur juridiction, se penchent sur le monde du livre; elles doivent trouver des moyens concertés et efficaces afin d'encourager la production, la diffusion et le rayonnement des livres qu'elles croient opportun d'encourager.

2- LA VIE DU LIVRE

La vie d'un livre comprend toujours plusieurs étapes. Il faut d'abord que le livre soit conçu et écrit: il naît dans

l'esprit de l'un ou de plusieurs auteurs. En deuxième lieu, il faut trouver un éditeur pour que le livre soit adéquatement publié. Enfin, la réussite dépendra des lecteurs qui iront acheter le livre à la librairie. Elle dépendra aussi de la critique qui le présentera aux lecteurs des pages littéraires, qui le jugera par son contenu et par sa forme. Dire que le sort du livre dépend uniquement de l'éditeur signifie ignorer l'ensemble de son destin. Pourrait-on dire que la signification de l'homme s'explique uniquement par sa naissance? La comparaison est peut-être un peu forcée, mais elle suggère néanmoins que le problème du livre est un engagement à trois, à savoir: auteur, éditeur, lecteur. Et la commission doit en tenir compte si elle veut répondre, par ses recommandations, aux besoins réels de l'heure.

3- LE LIVRE ET L'EDITEUR

Dans le domaine plus précis de l'édition, on peut établir la distinction que voici: les éditions de l'Etat; les éditions hautement spécialisées, attachées le plus souvent à une université ou à un organisme scientifique; les éditions privées. L'orientation de toute édition dépend largement de l'esprit du directeur et aussi du marché. Il faudra toujours tenir compte que le livre est le produit d'une culture, mais il est aussi le résultat d'une entreprise commerciale. L'éditeur peut exister, si la publication des livres qu'il lance sur le marché est rentable. Si la vente seule ne suffit pas pour récupérer les frais de fabrication d'un ouvrage, il lui faut des subventions. (Il serait bon de noter en passant que l'impression d'une page coûte aujourd'hui en moyenne quinze dollars). Il est donc nécessaire de planifier avec réalisme et prévoyance.

4- L'EDITION FRANCAISE EN ONTARIO

Il est révolu le temps où le français en Ontario occupait une place marginale. Grâce à la politique humaniste de M. Robarts, les Franco-Ontariens ont droit aujourd'hui à la vie culturelle en français à l'école et en société. Dans le contexte du bilinguisme et du biculturalisme, une étape nouvelle commence qui fera peut-être oublier les heures sombres du passé.

Notre enquête a cependant prouvé que le Gouvernement d'Ontario n'a presque rien fait pour encourager l'édition des livres français dans la province; il a peu fait pour encourager les auteurs. Dès maintenant, ce problème exige une étude approfondie et l'application d'une politique juste et généreuse. N'est-il pas vraiment illogique que pratiquement tous les auteurs qui vivent en Ontario, qui paient les taxes en Ontario, doivent demander au Ministère des affaires culturelles du Québec une subvention de recherche, une subvention pour la publication de leurs livres.

L'appendice ci-joint montre clairement ce que le Québec a donné aux Franco-Ontariens quant à la préparation et à l'édition de leurs livres. Inutile d'insister sur le fait que la situation ne deviendra pas normale tant que le Gouvernement d'Ontario n'aura pas présenté au public une liste semblable.

5- UN MINISTERE DES AFFAIRES CULTURELLES

L'ACFO est d'avis que les autorités provinciales ont une responsabilité dans le maintien et le développement de la culture canadienne. Récemment le Gouvernement ontarien établissait un ministère de l'environnement qui a pour mission de redonner à la nature sa beauté première et de conserver à notre province une qualité de vie physique qui fait l'envie des autres pays.

Néanmoins, l'ACFO croit que cette qualité de vie doit s'étendre également au domaine de la culture et si l'on veut conserver notre identité culturelle au sein de cette civilisation nord-américaine, il faut que les autorités prennent les moyens nécessaires pour en assurer la préservation et l'épanouissement. L'établissement d'un Ministère des affaires culturelles serait une preuve tangible que le Gouvernement attache une grande importance à la culture et non seulement aux affaires matérielles. D'aucuns diront que la culture est la responsabilité de chaque individu mais, dans la conjoncture actuelle, une action prompte et efficace du Gouvernement s'impose si l'on veut assurer l'épanouissement des valeurs culturelles.

Un secteur d'un éventuel Ministère des affaires culturelles devrait se pencher sur la question du livre. L'ACFO ne connaît pas tellement la situation du livre anglais en Ontario mais, du côté français, nous pouvons affirmer qu'une politique d'encouragement de la part du Gouvernement provincial aboutirait à la publication de plusieurs ouvrages en langue française, encouragerait les jeunes écrivains à publier en Ontario et assurerait le maintien d'un patrimoine culturel.

6- UNE MAISON D'EDITION FRANCAISE EN ONTARIO

L'ACFO voudrait que le livre français puisse s'éditer davantage en Ontario et que des oeuvres scientifiques, littéraires et populaires en langue française puissent sortir plus fréquemment des maisons d'édition ontariennes.

Nous voulons que les conditions d'édition soient telles que les auteurs d'expression française puissent faire imprimer toutes leurs oeuvres en Ontario.

Il se peut qu'une politique de subvention à l'édition en langue française puisse encourager certains Franco-Ontariens à se lancer dans le domaine de la publication. L'ACFO se réjouirait d'une telle situation, mais ne préconise pas néces-

sairement une maison d'édition unique. Une saine compétition devrait pouvoir exister entre les maisons d'édition.

Les recommandations spécifiques du mémoire portent surtout sur des politiques que le Gouvernement ontarien pourrait adopter pour encourager et assurer la publication de livres de langue française dans cette province.

7- RECOMMANDATIONS

1- QUE le Gouvernement d'Ontario organise dès maintenant un Ministère des affaires culturelles qui s'occupera d'une façon efficace et continue de toutes les manifestations culturelles de la province, encourageant équitablement les aspirations culturelles des Franco-Ontariens, spécialement dans le domaine de l'édition du livre.

2- QUE le Gouvernement d'Ontario, dans le cadre d'une politique générale, accorde des subventions de recherche aux auteurs qui lui soumettront un projet valable en vue de la préparation d'un ouvrage en français.

3- QUE le Gouvernement d'Ontario accorde annuellement des prix littéraires pour les meilleures oeuvres francophones et anglophones.

4- QUE le Gouvernement d'Ontario accorde aux éditeurs une subvention équitable en vue de la publication de manuscrits dont la qualité aurait été reconnue au préalable par un comité de lecteurs spécialisés dans les disciplines concernées.

5- QUE le Gouvernement d'Ontario encourage le travail des maisons d'édition en Ontario, celles plus spécialement vouées à la publication de livres français, sous forme de subventions spéciales et par l'achat de livres pour fin de diffusion gratuite. * * *

Pour rédiger ce mémoire, nous avons consulté un grand nombre d'experts dont la liste serait trop longue à énumérer. Nous tenons à mentionner toutefois les personnes impliquées directement dans la rédaction de notre texte:

M. Omer Deslauriers, président du Comité d'éducation de l'ACFO
M. Paul Wyczynski, écrivain, directeur du Centre de recherche en civilisation canadienne-française (Université d'Ottawa)
M. Jean Ménard, écrivain, professeur à l'Université d'Ottawa.
M. Séraphin Marion, professeur émérite de l'Université d'Ottawa, membre du Groupe des Dix, membre de la Société royale du Canada.
M. Marc Foisy-Desforges, membre du Conseil de l'ACFO, région Ottawa-Vanier.
M. Gérard Lévesque, secrétaire général de l'ACFO (par intérim)

APPENDICE I

BENEFICIAIRES FRANCO-ONTARIENS DE SUBVENTIONS DU SERVICE DES LETTRES DU MINISTERE DES AFFAIRES CULTURELLES DU QUEBEC

1962-1963	- Association canadienne des éducateurs de langue française (ACELF) *	$ 1,500.
	- Semaine des bibliothèques canadiennes*	2,000.
	- Société des poètes canadiens-français *	1,500.
	- Société des Dix *	1,000.
1963-1964	- Centre de recherche en civilisation canadienne-française (Université d'Ottawa) pour l'ouvrage "Le roman canadien, évolution et bibliographie" de M. Paul Wyczynski.	
1964-1965	- Association canadienne-française pour l'avancement des sciences(ACFAS)*	38,000.
	- Société des écrivains canadiens *	2,000.
	- Société des poètes canadiens-français *	1,500.
	- Lemieux, Germain (R.P.) - Sudbury - Chanteurs franco-ontariens	500.
	- Thério, Adrien (Kingston): livres et auteurs canadiens 1963.	1,000.
1965-1966	- Société canadienne d'histoire de l'Eglise catholique *	1,000.
	- Société royale du Canada *	3,000.
	- Thério, Adrien (Kingston): livres et auteurs canadiens 1964	1,000.
1966-1967	- Association canadienne-française pour l'avancement des sciences (ACFAS) *	40,000.
	- Institut scientifique franco-canadien *	4,500.
	- Société des poètes canadiens-français *	700.
	- Thério, Adrien (Kingston): Livres et auteurs canadiens 1965	1,200.
	- Wyczynski, Paul: poésie et symbole	800.
1967-1968	- Société des écrivains canadiens *	2,000.
	- Barbeau, Marius (Ottawa): Louis Jobin statuaire	1,000.
	- Duhamel, Roger (Ottawa): L'air du temps	500.
	- Thério, Adrien (Kingston): Conteurs canadiens-français - Epoque contemporaine	500.
	- Wyczynski, Paul: Emile Nelligan	1,000.
1968-1969	- Société des écrivains canadiens-français *	2,000.
	- Société des poètes canadiens-français *	1,500.

1969-1970	- Société canadienne d'histoire de l'Eglise catholique *	500.
	- Société des écrivains canadiens *	2,000.
	- Société des écrivains canadiens (colloque)	1,400.
	- Société des poètes canadiens-français *	1,500.
	- Boncopain, Jacques (Ottawa): Le droit d'auteur au Canada	1,000.
	- D'allaire, Micheline (Ottawa): L'Hôpital générale de Québec	500.
	- Kattan, Naïm (Ottawa): Le réel et le théâtral	1,000.
	- Ménard, Jean (Ottawa): Inextinguible	300.
	- Thério, Adrien (Ottawa): Livres et auteurs canadiens 1968	2,500.
	- Thério, Adrien (Ottawa: Un païen parmi les pingouins	700.
1970-1971	- Société canadienne d'histoire de l'Eglise catholique *	500.
	- Société des écrivains canadiens *	3,500.
	- Société des poètes canadiens-français *	1,500.

* - Cet organisme a des membres franco-ontariens.

APPENDICE II

BENEFICIAIRES ANGLO-QUEBECOIS DES SUBVENTIONS DU SERVICE DES LETTRES DU MINISTERE DES AFFAIRES CULTURELLES DU QUEBEC

1962-1963	- St-James Literary Society	$ 500.
1963-1964	- St-James Literary Society	500.
1964-1965	- Canadian Writers Foundation	250.
	- Missisquoi county historical society	500.
	- St-James Literary Society	500.
1965-1966	- Canadian Writer's Foundation	250.
	- St-James Literary Society	300.
1966-1967	- Brome County Historical Society	300.
	- Canadian Writer's Foundation	250.
	- Missisquoi County Historical Society	500.
	- St-James Literary Society	300.
	- Harper J. Russel: La peinture au Canada, des origines à nos jours	1,000.
	- Sutherland, Ronald: Roman de la Rose	1,000.
1967-1968	- St-James Literary Society	300.
1968-1969	- Canadian Foundation	250.
1969-1970	- St-James Literary Society	500.
	- Nish, Cameron: Debates of Legislative Assembly of United Canada	2,000.
1970-1971	- Toker, Franklin: The Church of Notre-Dame of Montreal	1,000.

SUBVENTIONS VERSEES AUX BIBLIOTHEQUES PUBLIQUES ANGLO-QUEBECOISES

	1960-1963	1963-64	1964-65	1965-66	1966-67	1967-68	1968-69	1969-70	1970-71	TOTAL
BAIE D'URFE: Pub. Library	$ 800.	$ 567.	$ 578.	$ 581.	$ 582.	$ 679.	$ 657.	$ 651.	$ 2,720.	$ 7,815.
BEACONSFIELD: Bibl. munic.	2,450.	2,150.	2,146.	2,536.	3,592.	9,171.	19,247.	18,624.	16,300.	76,216.
COTE SAINT-LUC: Bibl. munic.					21,878.	17,967.	19,241.	20,000.	20,000.	99,086.
DORVAL: Bibl. municipale	3,050.	4,000.	5,023.	5,002.	8,000.	8,000.	14,788.	18,787.	14,527.	81,177.
GAGNON: Barbel Library	1,200.	1,116.	1,188.	1,200.	1,500.	1,500.	831.	895.	838.	10,268.
GREENFIELD PARK: Bibl. munic.						8,820.	4,207.	2,907.	4,252.	20,186.
HUDSON HEIGHTS: Public Library	600.	435.	457.	500.	550.	500.	511.	516.	848.	4,917.
KNOWLTON: Pettes Library	1,500.	694.	831.	853.	794.	3,967.	6,016.	6,124.	5,385.	26,164.
LACHINE: Children's Library	1,100.	600.	600.	600.	600.	600.	100.	300.	400.	4,900.
LACHINE: Public Library	1,200.	600.	600.	600.	600.	600.	100.	300.	400.	5,000.
LENNOXVILLE: Public Library	1,500.	606.	592.	834.	689.	599.	695.	858.	934.	7,307.
McLennan Travelling Library	95,000.	50,000.	50,000.	50,000.	50,000.	50,000.			50,000.	395,000.
MONTREAL: Atwater Library	8,000.	8,500.	8,500.	9,000.	9,000.	13,000.	10,000.	10,000.	10,000.	86,000.
MONTREAL: Boys & Girls Library	5,500.	6,000.	6,000.	7,000.	7,000.	8,000.	6,000.	6,000.	6,000.	57,500.
MONTREAL: Children's Library	12,000.	8,500.	9,500.	10,500.	11,000.	12,000.	10,000.	11,000.	12,000.	96,500.
MONTREAL: Fraser-Hickson	3,500.	7,000.	7,000.	7,000.	7,000.	8,000.	4,000.	4,000.	500.	48,000.
MONTREAL: Jewish Library	6,000.	8,500.	8,500.	9,000.	10,000.	15,000.	7,000.	9,000.	9,000.	82,000.
MONTREAL: N.D.G. Library	10,000.	8,500.	8,500.	9,000.	9,000.	15,000.	12,000.	14,000.	15,000.	101,000.
MONT-ROYAL: Bibl. municipale	5,500.	7,956.	9,497.	9,757.	10,868.	13,325.	20,000.	20,000.	20,000.	116,903.
POINTE-CLAIRE: Bibl. munic.	5,500.	3,604.	4,911.	5,729.	31,500.	21,923.	20,000.	20,000.	20,000.	133,167.
PREVILLE: Bibl. publique			500.	500.	500.	500.	249.	261.		2,510.
ROCK ISLAND: Haskell Library	900.	499.	1,178.	1,170.	1,185.	1,419.	1,454.	100.	100.	8,005.
ROXBORO: Bibl. municipale	2,900.	977.	1,954.	1,708.	1,786.	2,109.	12,448.	12,448.	16,757.	53,087.
SAINTE-ANNE: Children's Library	800.	500.	500.	600.	600.	600.	300.	300.		4,200.
SHERBROOKE: Public Library	4,000.	1,500.	1,500.	1,500.	1,500.	1,500.	500.	1,000.		13,000.
SUTTON: Public Library	200.			500.	500.	503.	354.	375.		2,932.
TEMISCAMING: Munic. Library		796.	751.	770.	725.	699.	730.	778.	844.	6,093.
WATERLOO: Bibl. publique	1,500.	550.	824.	697.	679.	835.	685.	261.	708.	6,739.
WEST ISLAND: Service régional		25,000.	32,000.	15,000.	35,000.	50,000.	65,000.	8,000.		230,000.
WESTMOUNT: Bibl. municipale	6,000.	20,000.	20,000.	20,000.	20,000.	20,000.	20,000.	20,000.	20,000.	166,000.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. J. G. I. MACKAY

JUNE 15, 1971

BRIEF TO THE ROYAL COMMISSION

ON BOOK PUBLISHING, ONTARIO

BY

John G. I. Mackay

Ottawa

This is a personal submission and represents my view of the publishing industry only. My technical knowledge of the industry is limited to a secondary view through such reports as those by Ernst & Ernst and Val~~ley~~ Clery which are very familiar by now to the Commission.

I will concern my remarks to sections b and c only of the terms of reference laid down for the Commission.

In a free society the publishing industry must compete economically with other industrial and commercial activities for the citizen's dollar. It is, therefore, important that products of the highest quality are placed on the market at the lowest cost and the customer made aware of his wares. Who publishes for Canadians, therefore, is not important provided what is published does not erode but stimulates the healthy cultural growth of Canadian citizens, enriches the minds of the young in a healthy love of homeland and fellowmen and renews hope and understanding in the adult population while at the same time adds value to the Canadian economy. There appears to be inadequate protection for the Canadian industry. This could be corrected by the proper forms of legislation. Foreign investment in the industry should be encouraged but not at the price of flooding our bookshops and libraries with too low a Canadian content. This does not mean reducing the flow of texts from other countries so much as the need for stimulating the flow of material from Canadian authors by the encouragement of private and public investment in the industry.

The nature of profit-seeking industry in any form is to take. Some take a little and give much in return. Others give little and take much. Others just steal. A high quality private enterprise operation in publishing will provide creative exciting jobs, produce excellent products and enrich the cultural life of the community. Government and other industries should seriously look at their responsibility for contributing to the cultural growth of the nation's citizens through the inputs and outputs of the publishing industry.

More funds should be made available for the publication of new Canadian authors. Funds available to the Canada Council, the Ontario Arts Council and the Quebec Department of Cultural Affairs should be substantially increased. Publishing firms taking a risk on new Canadian authors should be given tax incentives of some kind or receive grants.

Perhaps the industry should re-examine its capacity to fill the role for information in a time-compressed era where the book may well be a kind of dinosaur and publishers should shift their technology to creating micro-fiche libraries for every citizen.

Only government legislation can ensure the proper climate for encouragement of technological change where all Canadians will benefit economically, culturally or socially. Individuality of contributions of author and publishers must, however, be suitably protected.

A. J. Mackay.

9 June 1971

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

HARVEST HOUSE LIMITED
PUBLISHERS

JUNE 15, 1971

I. INTRODUCTION

Can an original Canadian book be produced and distributed gainfully in Canada? And, as a corollary, can Canadian authors earn all or a substantial part of their living from their writings? These are essential questions for the present and future well-being of an indigenous Canadian publishing industry, as well as of a Canadian literary culture. The major obstacle to these ends is the existence of a powerful economy and a dramatic culture alongside us which operates and communicates in the English language.

At the outset one has to concede that this "obstacle" also incorporates opportunity, challenge, and enormous advantage to Canada and Canadians in a cultural and educational sense. In an economic sense, the balance would appear to be tipped much further against us. At the present time "over 80% of publishing done in Canada is done by foreign controlled firms."[1] Our wholesale and retail outlets procure two-thirds of their books from

1. The Canadian Book Industry, Ottawa, Department of Industry, Trade, and Commerce, 1970, p. 36.

foreign sources, our mail order and book clubs almost three-quarters (72 per cent), our librarians four-fifths, and our university bookstores over nine-tenths (92 per cent). Of the foreign books purchased, by far the largest proportion come from the U.S.A.[1] As for our newsstands, everyone knows that the Canadian book in the English language virtually does not appear there.

The consequences of the economic domination of our publishing and book world by U.S. firms takes on a special flavour due to the polarized nature of the American social system. A "military-industrial complex," a pervasive, near-psychotic surveillance and security system, a frequently low-quality and demagogic mass-communication system at one pole is complemented at the other by some of the most advanced social experimentation, by a highly developed legal and constitutional philosophy, by an unparalleled literary culture, by a world of scholarship and high endeavor in every area of science, social science, philosophy, and the humanities. In effect the trade publishing industry in the U.S.A. as well as its textbook counterpart has in the past reflected to a marked degree the advanced pole of American life.

1. Ibid. pp. 2 and 29.

As the great industrial conglomerates consume independent publishing firms in the U.S.A. as well as in Canada and make them more responsive to their sales and financial committees, one may reasonably anticipate that merchandising and profit considerations will tend to rule increasingly in place of cultural and educational goals. Corporate personalities are not all alike and the social performance of one corporation may be far more positive than another. One must make appropriate distinctions here as elsewhere; we are dealing with tendencies, not absolutes in this connection. But if present trends continue we may before long lose the benefits even of the aforementioned polarity; the giant twentieth-century corporate monolith may then be firmly in control of North American culture, insofar as it is institutionalized in book publishing.[1] Such an outcome is bound to have serious implications for Canadian publishing and its product. For publishing in any meaningful sense of the word is not a business like the

1. To take some examples close to home: Ginn & Co. of Boston and Toronto is owned by Xerox Corporation; Holt, Rinehart and Winston of New York, Toronto, and Montreal is controlled by C.B.S.; D.C. Heath, Canada is owned by Raytheon, U.S.A.; Thomas Nelson & Sons, Canada is owned by Lord Thomson of Fleet; Science Research Associates of Canada is owned by IBM; Van Nostrand-Reinhold Ltd. is owned by Litton Industries.

others. That which concerns the culture of a nation is different, it is more crucial, more indispensable to the very existence of a nation than the branches of the textile industry, the metal industry, the electronic industries or what have you. That we have our C.B.C. with its Canadian content rule, our N.F.B., our Film Development Corporation, our prohibition over foreign control of Canadian newspapers is ample evidence that culture and communications partake of a different aura. They have a different character for one very simple reason that as Zola said, "No culture, no nation!"

In the most literal sense of the word we in Canada are confronted by Zola's epithet. Everything argues for our living in the largest possible intellectual pool - the American, the British, the French, for a start - but we must not be drowned in it. It is a grateful experience to be warmed and illuminated by the light from the South, but we must not be struck blind by it, nor must we be purchased outright by the great corporate-financial entities that increasingly control and motivate American and British publishing.[1] In short, however great the cultural benefits

1.At present, most independent Canadian publishers face the prospect of continuing in a losing vocation which they must subsidize by their own labour and capital or of closing down. They are not in a dynamic enough situation to be

that still flow to us from London and from the equally great but to us more potent publishing centre, New York, we are impeded from speaking to each other directly, from trying out our problems conceptually and dramatically in their true formulation, by the torrent of more than 60,000 new titles a year in the English language which may enter this country from those sources.

The issues before the people of Great Britain and the U.S.A. are something like our own, but their histories of exploration and settlement, their geography and climate, their resource bases, their flora and fauna, their ethnic composition, their aboriginal peoples, their government structures, their economic priorities are not precisely ours. To the extent that we live in a world of other peoples' problems we live in phantasy and our solutions are in danger of being equally phantastic. Even more, we are in danger of suffering political, economic, and social disorders and catastrophes for neglect of the actual Canadian problems

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generally attractive to foreign publishing houses. Recently, however, a U.S. firm began negotiations with Harvest House of a nature which would make Harvest House the subsidized representative for their pedagogical books in Canada. At the end of a three-year period they wished to buy 51 per cent control of our company. The negotiations were terminated on our side, largely because we did not like the quality of their books and the stipulation requiring us to sell control of Harvest House. We had no objection to being the agents or co-publishers of a line of high-quality U.S. books, on the contrary.

in a Canadian context.

There is another side to this overweighting in favour of foreign cultural influences - however educational, entertaining, and titillating: we constantly undervalue and neglect our own writers. Now, it is commonplace that all talent needs praise (and criticism). If we do not praise our own creative talent, no one else will. Our novelists, poets, dramatists, biographers, and even our would-be scientific and non-fiction writers will be discouraged. They will perhaps never get beyond the first book (if they are so fortunate as to be published at all). Since ~~Because~~ that first book is likely to be a failure in our overcrowded marketplace, they will be discouraged morally and financially, as will be their publishers.

If our language were Finnish, Dutch, Hebrew, or Danish, there would be little problem. By the standards of those countries which support flourishing publishing enterprises, our population is perfectly adequate to that end. If there existed the barrier of language, our people would be eager to hear what their own writers are saying and our publishers would gain further from a brisk translation activity and exchange between the major language publishing

sectors of this country, as well as with foreign publishing enterprises. At present, foreign translations tend to take place between metropolis and metropolis (e.g. Paris and London, Rome and New York) rather than between Paris and sub-metropolis, Toronto or Montreal. The stifling of inter-Canadian cultural activity is equally the result of the inundation of this country by foreign titles and by the noisome propaganda of the media and the newsstands that go with it. Our leading bookseller chains purchase 15,000 copies of an American bestseller; they buy between a few score and at most a few hundred of a Canadian bestseller. So loud is the roar from the American and British presses here in our own language - and from their supporting media - that our people are barely aware of their past and present literature. Hence, the need for extraordinary efforts on all sides - for a cultural ferment on behalf of our own literary culture among readers, critics, teachers, students, librarians, printers, booksellers, publishers, journalists, among parliamentarians, and among all literate Canadians.

Once more, censorship, banning of books, negative measures of a chauvinistic nature have no place in our

circumstances. In the nature of things we live in the common English-language world of science and letters. (I omit mention of French, Indian, Eskimo and other Canadian cultural worlds here for the sake of emphasis; others will have dealt with those important cultural traditions elsewhere.) What we must not do is obliterate our own peculiar cultural expression for want of positive measures of self-preservation.

To give an example, the campaign waged by the Conseil Superieur du Livre in Quebec to secure provincial legislation prohibiting the flow of textbooks into the province of Quebec from abroad and from the domestic warehouses and presses of firms that are not Canadian-owned, -directed, and -domiciled, except as those textbooks are licensed through an indigenous Quebec firm, may or may not be feasible; it may even encourage the balkanization of the Canadian economy, and as such be undesirable. But, it is not "negative" in the sense which we have suggested above; it is first of all a positive measure of cultural self-preservation.

The best that we can hope for from the vast flood of books that penetrate our cultural space virtually

unimpeded is that we will lose the ear of our own public for our own books (that has already happened to a disastrous degree); the worst that may happen is that a Canadian-controlled book publishing industry and with it a Canadian literary culture may simply cease to exist. (That too is a ripe probability.)

Given the fact that we do not have the ear of our own public - for in addition to the books and book clubs themselves, American media, magazines, T.V., radio, and film penetrate directly into Canada and constitute the principle means whereby our own librarians, booksellers, teachers, and readers find out about new books in their own language - some extraordinary measures have to be taken by us to compensate for our disadvantage. It should be said at once that the significance of these media penetrating into Canada is more portentous insofar as they do not review Canadian books unless such Canadian books are also published in the U.S.A. I have in mind the New York Times Book Review, The Saturday Review of Literature, Harper's, The Atlantic Monthly, etc. Paperbacks and Books in Print,[1] for example, which is a prime source of bibliographical information for our booksellers and librarians, for our

1. Published by the R.R. Bowker Corporation, control of which was recently acquired by the Xerox Corporation.

college and secondary teachers, does not list Canadian books. By contrast our metropolitan newspapers, our radio programs, our catalogues and book lists emanating from all sources, including our library and educational systems, and our consumer magazines devote a very high proportion of their space to U.S. and British books.

A variety of positive measures have already been recommended by individuals, and by representatives of other firms and organizations before this Commission including a federal or other loan fund for book publishers, a library purchase plan, the establishment of a Canadian reprint house, the establishment of a new Canadian magazine about books, etc. I would like to remark briefly in passing on some of these proposals insofar as they are germane to my own suggestions.

1. A federal loan fund for book publishers

To establish a publishing house and gain acceptance requires a number of years of unremitting effort. In the past it has often taken more than one generation. It is hardly feasible to establish even a small publishing company unless one can draw on a capital of $100,000 to $250,000 or more. Even so, the unprofitable nature of

Canadian trade publishing may imply that -despite all efforts - the activity at present remains essentially a cultural one, not a profit-making one. Even in the U.S.A. a high proportion of the trade publishers were in the red in recent years. Of those in the black most of them attributed it to supplementary income from film, T.V., magazines, and sales of paperback rights. All of these supplementary sources of income are virtually unavailable or negligible as far as Canadian publishers are concerned.

A federal or provincial loan fund may not make the difference between an unprofitable and a profitable industry. By analogy with the agricultural industries, if the terms of trade and the extent and conditions of the market are unfavourable, loans won't make them favourable. And, loans - even at lower interest rates - have to be repaid.

Our conclusion is that it is more intellectually honest to regard trade publishing in Canada of original books as a cultural activity and to make greatly increased subsidies available to worthy titles through the Canada Council, the Social Science and Humanities

Research Councils, the National Science Council and other bodies on an equitable basis to Canadian publishers, taking into account the actual costs and returns from publishing Canadian books. "Other bodies," because it should be clear to all that the last decade or so has been a period of disaster or near-disaster for Canadian publishing, and that no extraordinary initiative emanated from existing bodies to remedy the situation. That is the case even though some of the individuals concerned have contributed greatly and selflessly to our cultural development. Perhaps a careful look should be taken at the terms of reference of existing grant-giving institutions to see whether they are too narrow, or whether there are other problems that need to be dealt with.

Here it should be mentioned that there are no funds available in Canada for science publishing (that I know of), despite the considerable amounts available for scientific research and symposia of all kinds.

The foregoing remarks about subsidies do not constitute an argument or an excuse for failure to use every rational means, including rational techniques of accounting,

management, marketing, etc., to make Canadian publishing an economically viable industry. On the contrary, the state of affairs argues for the best possible management in our precarious industry, and some of our Canadian colleagues have done wonders against great odds. This does not imply that we must use every device that is appropriate to the largest foreign publishing houses in our own work. In fact, our more modest circumstances may require that we omit certain practices in sales and distribution, for example, that are not suited to our necessarily smaller scale of operations.

Once more, we should face the fact that a minimum amount of capital is required to start a publishing house, just as would be the case for a bookstore, a farm, a consumer magazine, or any other business. Some "seed" money or "good faith" capital would be expected from the entrepreneurs in each case. We should not expect the government to put out this seed money. We could reasonably request them to help provide a felicitous environment for our operation, deter unfair competition, unfair trade practices, and prevent monopolistic situations. We could ask them, for example, to see that we get a fair chance

in publicly-subsidized colleges and departments of education when texts and supplementary texts are being considered - quality remaining the principal criterion. (By quality, we do not imply the most elaborate and costly colour illustrations or frip-frap in presentation or design. At Harvest House we have never been impressed by the thesis that the only good textbooks are those which are produced by teams of experts. If the thesis is valid, why are there so many children in the U.S.A. who just cannot learn to read or to spell, who fail their math courses? Either sound education does not depend on ever more elaborate textbooks and equipment and armies of Ph.D.'s in education, or we are confronted by a strange paradox.)

Finally, and this is of great importance, we do not agree with the "chosen instrument" approach to government loans or subsidies. What is available in the way of financial help to one publisher in one city or region should be available to all established publishers on an equal or proportional basis.[1] That argues for loans or guarantees

1. Certainly government financial help to publishing houses should not be available on the basis of the number of times their directors hit the news columns of our daily newspapers. The criterion should be the enduring quality of books that they publish and the cumulative appreciation of the readers and users of those books.

being federal, not provincial, in nature. Anything less threatens to balkanize Canada and raises the horror of provincially-subsidized trade wars and the restriction of the free flow of books within Canada in a way quite analogous to the egg and broiler import restrictions now being practiced against each other by Quebec, Ontario, and Manitoba.

I wish to underscore this point, because Harvest House is federally incorporated. Many of our authors reside in Ontario. One of our three directors has legal residence in Ontario; two others whose legal residence is in Quebec operate farms and have their summer residence in Ontario. It may become necessary for us to become residents of Ontario - no great hardship - to share the benevolence of the government of that province. But, it would seem to be a ridiculous position for the government of Ontario, Manitoba, Quebec, or any other province to get into: each to encourage a "chosen instrument" and hence potential apartheid in Canadian publishing.

2. <u>The library purchase plan</u>

Canadian libraries at present are not prejudiced against Canadian books. The contrary is possibly true.

Their problem is a compound one of budget, time, and personnel.[1] It is just easier to buy foreign books.[2]

fn 2 p. 16

The large publishers, prominent among them the foreign-owned houses, send salesmen around to provide a "hard-sell," and to take orders for their publications. The large American jobbers offer expensive illustrated catalogues containing the books of many publishers. The libraries can spend their allocated funds by using these catalogues and can pay for a large proportion of their purchases with one invoice. These devices ease the problems of the busy librarians. (They are also bothered by salesmen; at times the latter can waste a lot of the librarians' time.) The "hard-sell" includes attractive discounts, although there is a corresponding pressure for prices to be raised high enough to allow for these discounts. Canadian publishers are asked to allow an onerous 46 percent discount on the published price by some Canadian jobbers. They may be required to accept returns within nine months as well as to pay the return freight. A jobber who does a good job of

1. "Most librarians interviewed have indicated that within budget limitations, they will stock any book written by Canadians and displaying the Canadian scene." (The Canadian Book Industry, p. 67).

displaying and promoting his books deserves our consideration. From our experience we have found that ~~The discounts to~~ American jobbers will usually ~~however, are rarely more than~~ for a discount of 40 per cent, perhaps because of the diversity and scale of their business. If the jobber indeed offers a service to libraries and librarians, reducing their costs and labour by enabling them to issue one order and to pay one invoice, should not the publicly-subsidized library be asked to pay for this service by accepting a lower discount? The alternative at present is to ask the publisher to forego a reasonable return. Under the existing circumstances, some Canadian jobbers can purchase from a publisher and undersell him to the library by offering a higher discount than the publisher himself customarily allows. As a result everyone tends to pay somewhat more for his or her books.

It has unfortunately been suggested in a brief before this Commission that the library discount be reduced to the level of the minimum jobbers' discount of 20 per cent.

The rationale for the present basic 20 per cent discount to libraries is that the library is a publicly-supported institution; it is not stocking for re-sale. It usually buys only one copy; it is not a commercial operation with a commercial overhead that must make a profitable return on its purchase. The publisher needs to sell a certain proportion of his edition close

to the published price if he is to break even.

Moreover, one copy of a book in a library may be read by scores of readers. It is for such reasons that publishers and authors in Britain and elsewhere have recommended that a minimal royalty of a few cents per reader be paid on books circulated through libraries. end of fn 2 p. 16

Legislation compelling Canadian libraries to purchase only Canadian books with certain government funds may well make the foreign (American and British) article contraband and attractive, the Canadian book, dull and compulsory. In short, any such plan must be initiated and carried through with considerable tact, leaving a ~~fair~~ major degree of discretion to the librarian in choice of books, and should result in expanding the total budget for all books, even if the intent of the plan would be clearly to greatly expand the purchase of Canadian books. Our librarians would be inclined to co-operate voluntarily with such a program, I believe.

There is no simple easy way to assure that the objectives of a Canadian library purchase plan would be carried out if it were made compulsory. Thus extra funds allocated for purchase of Canadian books only might mean that the regular funds would be used by librarians

to buy foreign books exclusively.

A well-developed precedent for a Canadian library purchase plan exists in that funded by the U.S. Department of Health, Education and Welfare (H.E.W.) from Congressional appropriations. In 1971, nearly $2 billion dollars was made available in the form of U.S. Congressional appropriations under a variety of education acts which might be spent for books.

Under specifically book-oriented programs, some $80 million was made available to State education agencies (in addition to present expenditures for books) for elementary and secondary textbooks and materials including audio-visual materials in local public school systems. $35 million was allocated to public libraries to be administered by state library agencies for all types of library books and materials. Relatively minor matching expenditure by states was required, in addition to maintenance of previous efforts. In this area state and local funds have in the past been many times the federal. An additional $15.3 million was given to college and university libraries under a program of direct assistance to individual institutions of higher education for all types of library books and published materials, foreign and domestic.

Under programs permitting book purchases but not specifically

book-oriented, $1,500 was granted to local public school systems to be spent for any instructional purpose and materials, provided that the purchases benefited low-income families. $43.4 million went to cooperating local public agencies with no limitations on objects of expenditure. In neither of the above cases was matching expenditure required by the state in question. Finally $50 million was allocated to local public school systems for books other than textbooks for elementary and secondary school use in fields of science, mathematics, foreign languages, English, reading, history, geography, civics, economics and industrial arts. In this instance matching funds were required from the states.

Under all the above-mentioned programs, the U.S. federal government has no responsibility for purchase of materials, and it takes no part in selection of books. While it does impose legal restrictions on the purchase of materials for religious purposes, there are no apparent restrictions on the purchase of foreign publications.[1]

The fact that discretion is given to the college

1. Washington Newsletter, April 22, 1971, Association of American Publishers, Inc., and letter to Harvest House from Herbert H. Carl, Special Assistant to the Director, Division of Library Programs, U.S. Department of Health, Education, and Welfare, dated May 21, 1971.

libraries and state agencies concerned to choose their books as they will doesn't much matter. It is clear that the great bulk of the purchases will be of U.S. publications in any event. The same cannot be said of Canada; the reverse would probably be true. All the more reason why a Canadian library purchase plan to aid Canadian-owned and controlled publishing houses would have to be preceded by careful preparation of the public and the librarians to enlist their support for a positive program of cultural self-preservation and self-assertion. If this were accompanied by extraordinary efforts on the part of Canadian publishers, in addition to their normal activities, to unearth and reprint Canadian classics, to translate fine works from both major language sources and from the other cultures represented in Canada; if this were made part of a conscious Canadian cultural and critical ferment, withal, in which the directors of Time and Readers' Digest of Canada, among others, were asked: "What have you done for Canadian culture this week?" the program would probably be a resounding success.

In any Canadian program of cultural self-assertion of this kind, it must be made transparently clear that there

is no intention of discriminating against the foreign book. In fact, a given proportion of library purchase grants might be allocated to the purchase of foreign books at the discretion of the librarians. This would increase the librarians' scope instead of curtailing it. We have everything to lose from building cultural fences around ourselves and from cutting ourselves off from world currents of opinion and the widest universe of ideas.

American publishing houses have come to depend heavily on the H.E.W. programs in the past six or seven years. To many it has made the difference between lean years and a competency; to some it has spelled the difference between survival and extinction. To the country at large it has meant revitalization of library and educational programs where they are most needed. Canadian publishers and the Canadian public would benefit no less from a corresponding and proportionate expenditure by the federal government of Canada with possibly matching expenditures under certain circumstances from provincial sources.

3. Establishment of a Canadian paperback reprint house

Due to the limited effective market in Canada a Canadian paperback house would probably not have the scale to compete

with American paperbacks in price. The latter typically sell in editions of 100,000 to 1,000,000 copies and typically sell from $0.95 to $1.95. Contemporary Canadian paperback publishing has to do in large part with the "quality" paperback which like paperbacks of the better university presses in the U.S.A. sell copies of their editions at prices from $2.50 to $4.50, and upwards. A vital distinction is that Canadian quality paperbacks usually are printed in editions of about 3,000, while their American counterparts publish editions of 5,000 to 20,000 copies.

The promising audience for Canadian paperbacks is probably in the high schools and colleges. If more selected Canadian fiction, poetry, biography, non-fiction, etc. were adopted by the school systems in Canada our paperbacks could more easily compete in price with U.S. paperbacks and the lower prices would theoretically enable them to go on the newsstands.

The newsstand business would have to be looked into, however, from additional angles:

1. How irrevocably tied are the newsstands to the U.S. and British output? What is the nature of the

corporate control in the newsstand business? What effect have the present contractual relationships on the possibility of Canadian paperbacks getting on the newsstands? Do financial control and contractual relations, either or both, make the newsstands exclusive and restrictive as regards the Canadian output? Does the sheer volume of foreign paperbacks and the conditions of their display mean that there is no room for our own, whatever the price?

2. How viable for Canadian publishers is a business relationship with paperback distributors (mainly foreign controlled?) who normally take 55 per cent of the retail value of the book as their margin and who frequently return 50 per cent of the books consigned to them, mostly in a condition unfit for further distribution? Is that kind of business too rough for Canadian publishing houses? Should Canadian paperbacks be sold only on a firm basis, as is frequently the case now?[1]

The U.S. houses send the tail-end of their much larger

1. A paperback that has been returned after display, or even without display, is usually too scuffed by a second mailing and inadequate wrapping to be re-sold by the publisher.

editions to Canada - as high as 20 per cent of the total edition is often sold here. (One critic said "Instead of throwing them into the Detroit canal.") Their printing costs are negligible for the last 5-20 per cent of the edition. Possibly they can afford the rough newsstand conditions - or due to size and power they can protect themselves better than the much smaller Canadian firms for whom the sale of the Canadian editions would be crucial. In short, the whole question of paperback distribution on newsstands would have to be looked into from the point of view of a first-class industry study before a recommendation is made for setting up a Canadian paperback reprint house with government help or otherwise.

4. A new national book review

A new national book review, provided that it were truly national in scope, would be a positive measure in aid of Canadian publishing, since we now have virtually no national press in Canada, as such.[1] It is well-known

1. Some Canadian journals do reach a national audience, although none of them which have literary import reach nearly as many as Time, Readers' Digest, The New York Times Book Review, or other U.S. journals which penetrate this country. Some Canadian journals also make an attempt to be national in focus. Most of the important ones, however, are Toronto-centred in fact and in outlook. Hopefully this will change in the years and months to come. It must if we are to have a Canadian literary culture. We do not have

that a book may be well-reviewed in Vancouver, Montreal, Halifax, St. John's, even Toronto, or even a combination of these, and

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a single newspaper or critical review like the Times Literary Supplement, or the aforementioned New York Times Book Review, which reach nearly all those in their respective countries who are interested in their literary culture. Such weekly magazines that we have aim notoriously low in their goal to reach the L.C.D. of Canadian readers. By contrast to the deprived situation in the English-speaking parts of Canada, Le Devoir and to a considerable extent La Presse reach with their Saturday literary pages virtually all the literate French-speaking people of their province and region. A review in Le Devoir means that the news is out to all. For about $50.00 one can command a banner ad four to five inches deep across the bottom of the Saturday review pages of Le Devoir. The same ad in The Globe and Mail would cost at least ten times as much, and The Globe is only one of a score of metropolitan dailies that one would have to use in order to reach as high a proportion of the English-speaking readership as does one ad in Le Devoir. Unlike our own situation in English Canada, French-Canadian books also get on the newsstands. They are to be found in every nook and cranny of the province wherever there are potential French readers, and beyond. Although they have some serious competition from French-language presses abroad, they are able to sell at relatively high prices. A sale of 10,000 to 20,000 volumes of a $2.50 or $3.50 paperback is not at all unusual in Quebec. The contrast is due to the objective situation as it concerns the organization of the newsstand trade and to the literary and cultural ferment in Quebec which surrounded the French-Canadian Renaissance of the late 1950's and early 1960's. Again with the growth of ultra-nationalist sentiment our fellow citizens in Quebec have reached and frequently breached that thin line separating positive, present- and future-oriented cultural self-assertion and a negative nationalism rooted in the past. To be just, there is also an almost insatiable market in Quebec for all kinds of "how-to-do-it" and general adult education and information publications which reflects the long educational deprivation of a people whose whole system of education until recently was elitist, professional, Jansenist, and anything but universal.

be virtually unknown in other centres of the nation. But let it be said at the outset that a new book review would have to be truly national and representative of all the various regions of Canada and of its publishing houses, authors, and regional idioms if it is to make a significant contribution to a Canadian literary culture. If it is to be Toronto-centred, spiritually as well as physically, it will be abortive. Moreover, if its advertising rates are standard for magazines of that kind, it will be of little use to us, unless it has the impact on our readers at least equivalent to the New York Times Book Review or Times Literary Supplement. For most of us in Canada are producing our editions at a loss now, without including even larger sums for advertising which such a book review implies; nor are we making the fullest use of the media now available to us, for financial and other reasons. It is commonplace among publishers - even in New York and London - that a book cannot be promoted on an economically viable basis by advertising alone. How much more is this then true of Canada with its far smaller population and far smaller editions? Each book is a custom product. The typical Canadian publisher's gross turnover

for an edition of 3000 copies may be in the area of $5,000 to $10,000. Unlike a brand of toothpaste or a line of Buicks, no large advertising budget is feasible on such a small volume transaction. Once more the "hard-sell" has to be replaced by insight, careful aim, research, and a generally heightened cultural awareness in order that our indigenous literary culture may survive. The proposed new book review periodical would require federal government subsidization. Moreover, that subsidization should only be forthcoming if it proved to be a truly representative, multi-regional, national publication with advertising rates that were within reach of independent Canadian publishing houses.

At Harvest House, then, we do not place the emphasis primarily on direct government subsidies or loans to publishers. Of all the suggested financial remedies, for the present plight of the Canadian publishing industry larger and more realistic grants by the Canada Council, or an analogous organization, and library and school book purchase plans along the lines of the H.E.W. programs in the U.S.A. discussed above make most sense. The first implies a re-allocation of funds within, and to, the Canada Council.

Provision of funds from government sources, such as The National Research Council for science publishing is also of the highest importance. While there is no apparent source of funds for the publication of scientific manuscripts, academic manuscripts adaptable for use as textbooks in fields where there are large enrolments of students are taken up rapidly by American and British firms. But many more specialized manuscripts - perhaps more vital in their message - go begging. Funds for publication are supposed to come out of thin air or out of the hide of your kindly neighbourhood publisher.

Recently, we received a fine manuscript on geomorphology from a chairman of a Canadian university geology department. The material was first-rate; it was based on a symposium held at a Canadian university. Now we are experts in geology in Canada; geomorphology is one of our great specialties. But, the sale of a book of this kind would run to between 500 and 1000 copies - at best 2000 - in five years. It is a book for specialists, for professors, for graduate students. The manuscript had many fine illustrations; we estimated the cost of art work alone to be between $1,500 and $2,000. The

total publication costs would have run to perhaps $6,500 to $7,500. There was no way in the world that we could have made the project pay. Neither we nor the academics who were responsible for its origination could find a source of subsidy. An elementary textbook on geology by one or more of the same professors would have had several takers among the larger U.S. publishers. We would never have had a chance to publish it.

Somehow, the Social Science and Humanities Research Councils should be able to dispose of large funds, in order to respond to requests for grants on a realistic basis. It was our good fortune in 1971 to receive a grant of $2,000 for a 600-page manuscript on Canadian law which was highly praised by the Humanities Research Council readers. We, however, asked for $3,500. The publishing project could easily cost us $10,000 and the chance of this scholarly work being profitable would have been slight even if we had received what we asked.

Somehow, too, the research councils should be aided to process manuscripts more rapidly, perhaps through funds for increased personnel. At present, a period of

six months or more is not unusual before a request for a grant is processed. That is a long time in the life of a scholarly manuscript, and the delay of a season in its publication may easily spell its doom as a publishing project. True, scholarly manuscripts should be universal and timeless. But few of them are. Canada is a small country; its concerns are not always the world's and the volume of scholarly publishing itself has been affected by the academic "publish or perish" philosophy and the sheer volume and speed of communications.

II. INCREASING SELF-HELP MEASURES TAKEN JOINTLY BY CANADIAN PUBLISHERS

The aforementioned remedies are not alone decisive or adequate to the present ills of publishing in Canada; for our problems lie deeply imbedded in cultural habits that have to be changed. Under the circumstances the road to health lies in ever-increasing self-help measures of a positive kind that lie within the powers of our publishing group and its natural allies.

1. A truly national and representative professional publishers' association

First and foremost among requirements is a publishers' professional association which is truly representative of Canadian publishing from coast to coast and of a Canadian literary culture. Such a body would put our best foot forward among all and sundry: press, in the broadest sense, readers, critics, teachers, booksellers - at home and abroad. In recent months, there have been encouraging signs of life in Canadian publishers' organizations (Exhibit I). For most of its life the existing English-language publishers' organization, despite the sincere efforts of individual members and directors, has been rendered less than potent

in its task because of the internal ambivalence between the various interests, foreign and domestic, which it represented and by a consequent failure to envisage its task in a cultural light - not to mention its restrictive, Toronto-centred character. Events of the past weeks and months have demonstrated unmistakably that original Canadian trade publishing with the best will in the world to become profitable is still at the stage where it is primarily a cultural effort, at best an infant industry. It has to be subsidized and encouraged, like repertory theatre, like the C.B.C., like the N.F.B., like the National Arts Centre, hardly a business. When the camouflage of textbook and agency support was torn away by recent events, it appeared virtually naked and hungry as it really was and is. I have reference to the sale of Canadian text and mixed trade and text houses who are not and never have been economically viable on the basis of their Canadian trade out~~let~~put alone. As the textbook business grew more competitive, as the days of the single textbook for a whole province, for years on end, passed, and as the largest American jobbers, and American parent firms themselves, penetrated deeply into Canada to threaten the agency

business of Canadian firms, the unprofitability of the trade sector became transparent.[1] Canadian trade publishing as such stood revealed as a predominantly cultural activity - not a business.

2. The role of the press

One of the first tasks of a culturally-motivated publishers' professional association should be to request that the publishers of our metropolitan daily newspapers (our weekly newspapers, too, if feasible) publish in a small box at the bottom of a conspicuous page (as in the London Times and Manchester Guardian, for example) a daily or weekly list of "Canadian Books Received," in 6-point type, if necessary. The conscientious following of this procedure might well do more to bind together culturally the people of this country than the C.B.C., the N.F.B., the C.N.R., and Air Canada combined.

I harbour no illusions that anyone can tell the newspaper publishers of this country what to print in their papers, but the idea is so reasonable and so essential to our cultural good health that moral suasion

1. By "trade sector" we refer to that great tradition of publishing that encompasses fiction, poetry, biography, history, philosophy, non-specialized science, and related fields.

from many quarters including publishers, booksellers, librarians, and readers could be brought to bear on our newspaper editors. If moral suasion fails, Information Canada and other government bodies concerned with culture and communications might lend a hand. It is even conceivable that, as a last resort, a small federal subsidy through the office of the Secretary of State might be forthcoming to implement the above suggestion in a dozen of the largest metropolitan dailies.

Clearly the listing of "books received" need not be restricted to Canadian titles, so long as the latter are prominently included in the regular listing, selective or otherwise. Obviously, no subsidy should be available to list books of foreign origin. (See Exhibit II)

To this point we have stressed the importance of the listing of new Canadian books from coast to coast in the newspapers of Canada. Obviously reviews in which Canadian books are given feature treatment are far preferable to a mere listing. In fact they are the very essence of the matter (Exhibit III). However, a listing, in turn, is far preferable to some of the capsule reviews that Canadian books get when the careless, incompetent,

omniscient, or scornful reviewer gives the back of his hand to a Canadian book. Often this reveals more about the narrowness of the reviewer than about the quality of the book in question; often, too, it reveals much about the calibre of those particular publishers of our daily newspapers who are unduly parsimonious about the space they allocate to their book columns. We are all aware that a newspaper is a business; but it is more than a business, or it is nothing!

In brief, the matter of criticism lies at the heart of our publishing problem. Not higher tariffs for foreign books, not barring them from entering Canada, not quotas, but critical appreciation for Canadian works - experimental as well as mature - is of the essence. Naturally, "critical appreciation" implies standards. What more is there to say?

The Canadian publishers' organizations have a distinct role to play vis-a-vis the critics in Canadian journals; that role has to do with creating in the public mind and among our critics understanding of the stage of cultural development we live in and of stressing the importance of constructive criticism in place of harsh, disdainful, and negative tracts delivered from on high

that are meant to be crushing to the new author and to the publisher of experimental Canadian writing. The situation is distinctly improving in Canada in this regard, but it has a long way to go yet! Much of the responsibility for creating a constructive critical atmosphere rests with the publishers themselves.

The foregoing is but one example of the many positive ways in which a Canadian publishers' association could serve its constituent members, a Canadian literary culture, and the authors whom they represent.

What has been said of newspapers also applies to broadcasting, more especially to the C.B C. and its affiliates. The time that has been devoted to critical review of Canadian books and to their authors on our broadcasting media is nothing less than scandalous and implies a failure of courage and of the imagination of those who are responsible for programming. A very large part of our broadcasting system is government-owned; the rest is licensed periodically by a federal government agency, the C.R.T.C. All of it is therefore subject to a degree of government influence. Nothing is further from the minds of Canadian publishers than that our

government should tell a broadcasting critic what he should say about our books, our authors, and their publishers; but that they should say nothing, or practically nothing about them is unacceptable. In the present context, and in the present state of Canadian literary culture that is grounds for removing a license and grounds for asking for resignation of responsible executives and producers.

The C.B.C., in particular, has helped to lead us into a peculiar trap. It has devoted precious little time to books. When it has, its programs have been dominated by books out of New York and Toronto. The rest of Canada has been largely ignored. Alternatively, it has divided its broadcast time in such a way that it compensated for the cultural emphasis on English-speaking Toronto by invariably ignoring English-language culture elsewhere, especially in Quebec, but also in the Maritimes and other parts of Canada. When a spokesman from Quebec is permitted on a cultural or information program, it is usually a Francophone personality, one who speaks English with a French accent; too often it is also a French member of the small French-Canadian ultra-nationalist or separatist minority. The inevitable result is to polarize the country: French Quebec, English Toronto

and the remainder of Canada. No one would suspect that there are more than a million of us Anglophones in Quebec, a number roughly equivalent to the total population of the Maritime Provinces, with a vibrant English-Canadian culture devoted to an integral Canada. It is high time that the C.B.C. gave some of us a chance to speak in our own language out of Quebec about our province's problems, especially as they are reflected in our books published in the English language.[1]

The foregoing is but one example of the many positive ways in which a Canadian publishers' association could serve its constituent members, a Canadian literary culture, and the authors whom they represent. There are many other possibilities: a solid effort to have Canadian titles listed in Paperb~~acks~~ and Books in Print on a *quid pro quo* basis might well be successful. A similar effort might get more Canadian books included among American book club selections. (American book clubs earn a high proportion of their revenues from Canadian sources.) On a *quid pro quo* basis, we could also at least ask firmly that the prime book-review media

1. It would be invidious to select particular C.B.C. programs for abuse. On the positive side, it may be said that the best job of making Canadian books known in the 1960's was done by an unassuming afternoon C.B.C. network program "Trans-Canada Matinee."

in the U.S.A. and Britain regularly list (and even review) Canadian titles.[1] Our own media give American and British titles the royal treatment now. What could be more obvious than that a Canadian publishers' association bestir itself to get more (many many more) Canadian books on Canadian newsstands? This is a hard economic and organizational nut to crack; the sooner we begin, the better.

3. Teachers and education officials who are intellectuals, not merely technicians or administrators

Probably at this juncture in our national cultural life, it is indispensable that a group of our teachers and educationists, even a healthy minority in each province, envisage themselves in the aggressive role of Canadian intellectuals, not merely as passive recipients of the cultural thrust and the "hard-sell" from the foreign media, the salesmen and scouts of foreign publishing houses who regard Canadian schools as a ripe and juicy market for their texts and general publications.

For a couple of years in the early 1960's Harvest House edited and published a Canadian science magazine

1. The Canadian Book Publishers' Council has sent an emissary to New York in the past few weeks to do precisely that.

for the schools jointly with a leading Toronto publishing house. This was probably the first effort of its kind in the history of Canada. We never got our circulation beyond 3000, in spite of some very appreciative responses from students, teachers, the Science Fairs movement and others. The American competition proved too tough to beat; the inertia in our own education circles was too great; it was difficult to demonstrate that a Canadian science journal, however well staffed and edited, could have merit. Both firms involved incurred losses of many thousands of dollars (Exhibit IV).

Our teachers and educationists should be encouraged by the Canadian publishers' organizations and by their employers - our provincial governments - if necessary, to reach out, to discover what published works are available in Canada which can be used in the schools. A few good adoptions in the 9th or 10th grade may very well make the difference between a viable and a dead Canadian publishing house. That is also true of books at college and university levels where faculties are numerous and enrolments large. Let us not think just of texts in science or mathematics. There are any number of excellent Canadian volumes of

fiction and non-fiction - historical and contemporary - which are unread, unknown, unheralded, unused or underused. They too can go on the list for supplementary reading where now mainly American and British titles are to be found.[1] This kind of treatment more than any other would enable Canadian publishers to bring down the price of their books closely in line with the foreign "dumped" product. (If that indeed is an issue. I have never been impressed with the relative cheapness of American or even British books - with the possible exception of the most widely-disseminated paperbacks.)

4. Joint exhibitions

Each year in Canada the Canadian Library Association, the Canadian Booksellers Association, the teachers of every province meet in conventions. ~~This is~~ These are the best possible opportunities for Canadian publishers to show their publications.

Too often in the past the books of Canadian publishers of original Canadian works have not been represented at

1. I see no reason why my children's reading should be restricted to books like Steinbeck's The Pearl, Gallico's The Snow Goose, or Salinger's The Catcher in the Rye when equivalent or better works by Canadian writers are available in Canada, in original or in translation from the French, that would be more relevant.

these key conventions (Exhibit V).

Now it is prohibitively expensive for each publisher to travel to distant parts of our vast country to exhibit. But this is not necessary. Joint exhibits may be arranged through the publishers' associations. The Canadian Book Publishers' Council and the Independent Publishers' Association are already doing something along these lines but, difficult as it may be, they have to find a way to open even more channels through making the joint exhibition of Canadian books an invariable feature of every exhibition they consider worthy of their attention. Government aid of this essential joint exhibition function, and a concomitant press effort associated with it should probably have a higher priority than a loan fund. If Canadian books are not shown, they are not known. It cannot be emphasized too often and too hard that it is in Canada that Canadian books have to have help in distribution. If they make their way here at home, they are in a far stronger position to make a mark on the international market too. Failing all else, one or two publishers in each town where a convention or association meeting is held (this would hold true for at least most principal cities of Canada and their environs)

can assume responsibility for showing the books of all their Canadian colleagues. Expenses for space and personnel can be shared by all in common and a commensurate reciprocal service be offered by each publisher in turn when a convention or major meeting occurs in his own city or region. Vital to this activity is that the exhibitions be joint. For individual exhibition gives the leverage to the large, well-financed, usually foreign-controlled firm. I understand, for example, that one Canadian branch of a large American firm has upwards of 400 employees in Canada and that most of these are salesmen. How can any modest Canadian firm by itself compete with such a phalanx in the business of selling and courting the buyers of books in Canada (amongst them librarians and provincial departments of education)?

To take another example, each year the Canadian Council of Learned Societies meets somewhere in Canada for one month in all; about 3000 Canadian scholars from all branches of science, social science, and the humanities attend this important meeting. Groups of scholars from individual disciplines meet, not for one month, but for two or three days each. Ordinarily a small publisher from Montreal,

Toronto, Ottawa, or Vancouver cannot afford to send an exhibition and a staff member, hire space, and pay for the keep of an exhibitor for a month when the meeting is in Winnipeg, for example, as it was in 1970. The result is that a small fraction of the publishers - again usually the largest foreign agents, or foreign-owned textbook publishers mount an exhibition, most of them perhaps for a week or ten days. Even for them the cost of an exhibition for one month away from headquarters may be too costly. The result is that a few scholars - say mathematicians - see a few books often only in their own or closely related fields during the couple of days when they are in Winnipeg. The historians see a few books in history and associated fields, etc. But, most of the scholars do not see most of the books recently produced in Canada. The small independent Canadian publishers who produce a very high proportion of original Canadian titles do not attend at all. The same few giant textbook houses possess the field. What should be the major Canadian cultural event of the year becomes an abortion. Is there any wonder that our sons and daughters use so high a proportion of American textbooks and supplementary reading

materials in college. Under any circumstances they would use a lot of American books; but need they use such a large proportion of texts as the Ernst and Ernst report indicated,[1] a whopping 87 per cent of the total?

After a very aggressive campaign waged by Harvest House in 1970 - although perhaps not as a result of it - I understand that the Canadian Council of Learned Societies is arranging for a joint exhibition of Canadian books in 1971 (Exhibit VI).

1. The Canadian Book Industry, p. 62.

III. GOVERNMENT HELP IS NEEDED TO MAKE KNOWN AND TO DISTRIBUTE CANADIAN BOOKS IN CANADA RATHER THAN ABROAD

Provision of government subsidies to exhibit Canadian books jointly and equitably at the Frankfurt and other fairs, at world expositions, at major showplaces such as the American Library Association meetings abroad are all to the good. That, however, misses the essential point. Our real difficulty is in distributing the Canadian book in Canada for the reasons already discussed. Even so modest a firm as Harvest House sold rights to two of its books to two major U.S. houses in the past few weeks, is now negotiating for the sale of an edition of 5,000 volumes to a third major U.S. University press, and is in correspondence with a Spanish firm which wishes to purchase an edition of another book, while its New York agent is negotiating for the sale of rights to three more of its 1971 titles. In the past we have sold rights to foreign publishing houses elsewhere, in Italy, for example. Our foreign agents are reasonably effective on our behalf and any Canadian house can do what we have done in this respect if it publishes books that are of interest to a

wide audience. It is worth mentioning that Harvest House, like some other Canadian publishers, publishes not only Canadian authors, but also excellent foreign authors; universal books, as well as Canadian books.

What we mainly require from our governments is help to make our books known and to show them in this country. Above all we Canadian publishers can and must help ourselves to make our books known in Canada. We have the power within our own hands to do this virtually with the resources which we dispose of at present.

1. Bookmobiles

Our governments, for example, could subsidize a number of bookmobiles, perhaps one or two for each of the five major regions of Canada, and with them employ a number of deserving students during the summer vacation period to show our books jointly to librarians and booksellers within each region or province from coast to coast, and to take orders on behalf of those Canadian publishers who cannot afford to employ a staff of their own salesmen.

2. Trade Fairs and Exhibitions in Canada

Our governments could take a leaf out of the book of

the Italian government which twice a year shows at its expense every film produced in Italy which is ready for exhibition at the Milan Fair and at one other major showplace. The analogous showplaces in Canada are the Toronto Exhibition and the Montreal "Man and His World." There must be other worthwhile places and occasions where joint Canadian book exhibitions might be set up, among them the National Arts Centre, the festival and arts centres in Charlottesville, St. John's, Niagara Falls, and various centres in B.C. and other provinces. The joint book exhibit at Stratford is a case in point. Especially if accompanied by suitable publicity and if they emphasized "happenings," such joint exhibitions may make our population ever-increasingly aware of Canadian books and authors.

3. The Role of our Public Library and School Library Systems

Our governments could help by enlisting the cooperation of the librarians in the public and school library systems (which they support) to purchase more eligible Canadian books, and to give more attention to them through feature displays. Here large budgets and more specialiized personnel would help, although a shift in emphasis or the employment

of additional personnel at regional library headquarters whose exclusive task it would be to inform themselves of Canadian books and to recommend these to librarians in their constituent systems would also help very much.[1] Again that means much more than being the passive recipients of the sales campaigns of foreign houses and of foreign jobbers. It implies being the active explorers of good new Canadian books, whether they are published in Fredericton, Ottawa, Montreal, Edmonton, Vancouver, or a number of other centres. Toronto publications alone with their domination of the C.B.C. and other English-language media should not get the whole attention. That is too easy; that risks being parochial and non-representative in one's selection of books.

Budgets for public libraries need to be very much increased and a network of public libraries, adequately endowed with public funds is an indispensable requirement for the existence of a Canadian literary culture in a vast country which is undersupplied with bookstores. This is especially vital in rural and northern communities which may also be deprived of the best broadcasting and of the

1. Some excellent work along these lines is no doubt being done already by conscientious and long-sighted librarians. What is needed now is to lend power to their elbows.

cultural opportunities of larger urban centres. Few schools even in affluent Ontario have full-time librarians. The per student expenditure on books everywhere should be raised to the level of the best schools in North America.

There is much talk these days of using school buildings after hours for all kinds of community education and cultural purposes. With careful planning and thought, it may be feasible to use regional schools - once having provided them with good libraries and full-time library staffs - as public libraries, open in the evenings to all and sundry. As in Sweden, this kind of facility could also provide regular, useful, respected, and remunerative employment for underemployed, but well-read, housewives and older citizens.

An excellent example of librarians and educators who may have been the unwitting, perhaps the inevitable victims of the large American jobbing enterprises has to do with the new libraries set up by "instant" community colleges (C.E.G.E.P.s in Quebec). Here librarians have tended to buy well-organized, well-touted, and recommended "package libraries" from American jobbers, hence disposing of their library budgets, I assume, before they had the

opportunity to search out and procure all the Canadian titles that should have been available to their students. I may be misinterpreting this form of behaviour, but I think it is incumbent upon the provincial governments who supply the funds to see that a reasonable proportion of the total college and school budget is spent on Canadian titles. If the deficiency is owing to a shortage of trained library staff to do the research on Canadian titles, then an obvious place for Government help to be extended is to overworked librarians.

4. Government leverage on bookstores at airports, etc.

Our federal government could require that bookstores at airports where the government is the landlord allocate a given proportion of their book space to Canadian books. It is a controversial idea, which was suggested to me by a member of the Federal Department of Industry, Trade and Commerce, but perhaps our provincial governments could "swing a like amount of lead" in analogous circumstances.

5. Provincial and/or federal governments as proprietors of bookstores

Perhaps it would not be too much too ask that our senior governments set up and operate bookstores which

carry virtually every worthwhile book published in Canada in the official Canadian languages, for a start in every major urban centre with a population of 20,000 or over. Of course it is preferable to have this function carried out by private booksellers. If they rise to the challenge, or if they are economically in the position to carry and distribute Canadian books in Canada there will be no need for the governments to act in this direction. It is well known, however, that it takes a population of about 50,000 to support a good bookshop.

6. Provincial governments may operate a scheme of insurance for warehousing and resale of returns from college bookstores

A large and perennial source of loss for Canadian publishers are substantial returns of books from college and university bookstores. These returns come about as follows: a member of a given faculty instructs the bookstore that he will require a given text (or volume for supplementary reading), and that he expects an enrolment of 200 students; the bookstore manager or assistant orders 200 copies. Or, from previous experience with

exaggerated expectations of enrolment, he or she may order only 150 copies; or, because he or she has been berated by faculty members because an essential volume was out of stock in the past, he may decide to order 250 copies. In fact, only 150 students were enrolled in the course in that year; 50 of these did not buy the book, but shared it with a fellow student. The result is a request from the bookstore to the publisher to accept return of 50 to 150 books. This may occur even though the books were sold on a firm basis; the publisher sent a sheet with his terms to the college bookstore which stated plainly that paperbacks were not returnable; the books were paperbound and could not stand being shipped twice through the mails or express (due to rubbing of the covers they would ordinarily be unfit for resale); and even though the publisher sold his books to the store at the highest retail discount of 40 per cent, rather than at the textbook discount of 20 per cent.

No one can blame the bookstore for wishing for budget or other reasons to unload unsold books, whether paper or cloth. If properly packed, a cloth book when returned can be fitted with another dust jacket and resold (if it

is not outdated). Very often it is resold to the same bookstore which re-orders it for the next term; not seldom it is a dead loss. In any case, the percentage of returns to total sales in the case of texts and quasi-texts is very high in Canada. In one recent year (1970) I have heard that it has gone as high as 50 per cent. Requests to return 20 to 40 per cent of an order is not unusual. Who shall say that this is a burden that should be borne by the publisher? It is an inevitable part of the cost of education and should be borne by the province and by all of us who pay for education in our taxes.

It should be recalled that the cost of returns goes far beyond the loss of the value of the books. In fact, the cost of handling, packing, shipping, unpacking, and accounting, etc., of returned books may be as much as three times the cost of the original handling and invoicing, according to one authoritative article in Publishers' Weekly. Clearly, the college bookstore and the publisher bear the burden of this added cost. In the case of the bookstore it comes out of the budget of the college (ie. out of provincial funds) if a loss is incurred.

The provincial governments, by analogy with crop

insurance plans might inaugurate a college bookstore insurance plan to defray at least a part of the losses to Canadian book publishers from returns. Because of the very high percentage of returns such a scheme might be administratively unwieldy and actuarially unfeasible. However, a central warehouse for receipt of such overstock books might be maintained by each province. The college bookstore could send its overstock there for credit at the invoiced rate. Twice a year, perhaps, the warehouse staff could disseminate a list of its titles and quantities in stock to the same college bookstores who could reorder from that source before going back to the publishers for additional copies.

Parenthetically, the habit of considering the return of unsold books by booksellers as a right may well have originated in the sales practices of certain of the largest U.S. textbook firms. I have been told that some of them advertise and accept 100 per cent returns as a matter of course in Canada. Now, no Canadian publishing house with its much smaller volume and dispersion of sales can afford to underwrite both the retailer's and manufacturer's risk of doing business. To the Canadian publisher it has the

same significance as the "loss leader" of the chain-store has to the corner grocer. It is unfair competition.

7. Governments may foster a Canadian literary culture through giving recognition and status to bookmen

Government bodies may find occasion to give book prizes and public recognition to authors, editors, publishers, critics, designers, librarians, booksellers, and printers - all those concerned with the originating, writing, improving, producing, and disseminating of books. Stamps should be struck in honour of these "cultural heroes," streets should be named after them; honourary degrees should go to the best book men and women. When the Order of Canada and other honours are distributed they should be remembered.

A Canadian book week to rivet public attention on Canadian authors, on the service given by our more devoted librarians, booksellers, and publishers, and on the importance of the book and a literary culture in Canada, perhaps accompanied by a one-day school holiday, school book fairs, etc., might do wonders for the Canadian book.[1] The librarians and booksellers of our communities will

1. At least one Canadian school (St. George's School of Montreal, which my children attend) devotes a whole school week to lectures and events associated with Canadian authors and publishing, culminating in a week-end book fair giving special attention to Canadian books.

know how to feature Canadian books in special displays during that period; alternatively they might invite a Canadian author from near or far to be the guest of the library for that occasion and perhaps to address a public meeting. Great Britain saw fit to make one of her publishers a prime minister. If we hope to have a literary culture at all, the least we can do is divert some of the present attention, drama, free air-time, and recognition from baseball and hockey ~~players~~ to Canadian books, and those who make them possible. Here it is not a matter of either/or, but one of emphasis. More emphasis on a literary culture will bespeak our growing maturity as a people.

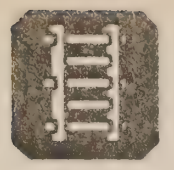
8. <u>International Book Year (1972)</u>

The government of Canada may take advantage of the forthcoming International Book Year sponsored by UNESCO in 1972 to give emphasis to every aspect of a literary culture in Canada. Not only the dissemination of the Canadian book, but the dissemination of any and every good book through the length and breadth of this land would be of the ~~highest~~ greatest benefit to every Canadian and raise the intellectual, scientific, and technical level of all of our citizens. In many of our rural centres, the era of

the book is overdue. Nothing would be more beneficial to this country than that the wonderful natural surroundings and freshness of idiom that is still to be found in our rural areas were reinforced by that broad tolerance and respect for difference that can come mainly from the reading of many books. That is all that our countryside lacks to make it a well-nigh perfect place for a great people to live in, to strive in, and to find intellectual living space in.[1]

1. The Canadian Book Publishers' Council is now seeking to promote International Book Year and to give that event something of the importance in Canada heretofore reserved for centenary celebrations.

Exhibit I



HARVEST HOUSE LIMITED PUBLISHERS
1364 GREENE AVENUE, MONTREAL 215, P.Q.
TEL. 932-0666

November 20, 1969

Mrs. Ruth A. Cole
Executive Secretary
The Canadian Book Publishers' Council
45 Charles St. East, Suite 701
Toronto 5, Ontario

Dear Mrs. Cole,

For some time a large and representative group of Canadian publishers have felt the need to share the benefits of membership in the Canadian Book Publishers' Council.

It is hardly necessary to list the advantages, actual and potential,of such membership. Joint cataloguing, joint exhibition of Canadian books at home and abroad, the sharing of the contribution which the Canada Council now makes to the members of the CBPC for administrative expenses, the sharing of trade and copyright information, cataloguing, exhibition at foreign fairs, are among the items which we have in mind.

Equally we feel that if publishers from all the regions of Canada are included in the CBPC it will become a body truly representative of Canadian publishing.

Again, if we from British Columbia, Alberta, the Maritimes, and Quebec, as well as Ontario, enjoy the very real advantages of membership in the CBPC, we in turn will be able to afford more experimental publishing; we will be in a better position to reflect the history, traditions, the creative writing and activity of our several regions. Membership in our own Canadian professional organization, the CBPC would help us to open new doors to writers in our areas.

..2

November 20, 1969

Eventually, that cannot fail to broaden, deepen, and enrich a Canadian literary culture. If I am not mistaken, it could also help to forge one more critical communications chain which would serve the mutual interests of the people of this country. At least our people would have an enhanced opportunity to know the problems of their counterparts at the opposite end of this sub-continent, given the perspective which I have been unfolding.

We are well aware that some members of the CBPC, and the Council itself, have done much to improve the Canadian publishing picture in recent years. There is no quarrel with that. But we want to come in and help. As long as our books receive less than the full exposure which they deserve, at home and abroad, Canada is that much poorer culturally.

You might ask: why don't you apply individually?

The answer: we by and large cannot afford the stiff fees which may run as high as $1000 to $1500 per member, according to information which you have given to those of us who have inquired. Although most of us have substantial lists and together publish about as many original Canadian works as the members of the CBPC, we do not have the income from agencies, or support from American and British parent companies that many of your present members enjoy.

Consequently, we propose that you adhere to the excellent precedent of the Association des Editeurs Canadiens. This French-language publishers' association in Canada has established a fee of no more than $100 for members who publish fifteen (15) or less volumes per annum and the maximum tariff is $150. (In financial terms our principal concern is with the proposed $100 limit on membership fees for publishers of fifteen or less volumes. We are not concerned to set an upper limit.)

November 20, 1969

I am empowered to request membership in the CBPC on the above terms by the following twelve Canadian publishing houses (copies of their proxies are enclosed for your records):

1. The House of Anansi, Toronto, Ontario

2. Gray's Publishing Ltd., Sidney, British Columbia

3. Harvest House Ltd., Montreal, Quebec

4. M.G. Hurtig Ltd., Edmonton, Alberta

5. Peter Martin Associates, Toronto, Ontario

6. Mitchell Press Ltd., Vancouver, B.C.

7. Charles J. Musson Ltd., Ajax, Ontario

8. New Press, Toronto, Ontario

9. Progress Books, Toronto, Ontario

10. The Sono Nis Press, Vancouver, British Columbia

11. Swan Publishing Company, Toronto, Ontario

12. Tundra Books, Montreal, Quebec

The present initiative which comes from Montreal is only one of several. Among others, there has been considerable discussion about the formation of a second, and rival, English-language publishers' organization. The supporters of the latter approach are exercising restraint for the time being to give us a chance to explore fully the idea of a common membership in the CBPC. My own view is that the formation of a rival organization would not be in the best interest of all concerned.

In conclusion, may I ask you to discuss the above proposals with your members and secretariat. Due to our pressing need to be adequately represented, we have December 31, 1969, in mind as the objective date for membership in the Canadian Book Publishers' Council. However, we hope to have a favourable reply well before that date.

Sincerely,

Maynard Gertler
Editor

:sb

Exhibit I (cont'd)

CANADIAN BOOK PUBLISHERS' COUNCIL
15 CHARLES STREET EAST, SUITE 701
TELEPHONE (416) 964-7231
TORONTO 5, CANADA

Mr. Maynard Gertler
Harvest House Limited
1364 Greene Avenue
Montréal 215
Québec

December 21, 1970

Dear Mr. Gertler:

I am pleased to inform you that the Executive Committee of the Canadian Book Publishers' Council has confirmed the following membership fees for firms whose prime interest is the publishing of Canadian books; these fees include participation in the Council's exhibits programme:

(1) firms with annual net sales volume of less than $100,000.....$100

(2) firms with annual net sales volume of $100,000 to $200,000.... $200

The amount of this annual assessment will be dependent on each firm's sales volume as reported in confidence to our auditor. It is understood, of course, that each firm would have a full vote in all Council activities.

Could you please advise me at your earliest convenience of your intent in regard to membership for your firm in the CBPC. A letter or a telephone call to Wallace Matheson (293-3621) or myself would enable us to get the whole process under way.

Should you need further information in this regard, please do not hesitate to contact me. I look forward to hearing from you, and hope that in 1971 I will be able to work with you in helping to develop the Canadian book publishing industry.

With best wishes for the holiday season and the new year,

Sincerely yours,

Toivo Rohit

TOIVO ROHT
Executive Director

TR/vrk
cc: Campbell B. Hughes
Wallace A. Matheson

Exhibit II

The Canadian Author & Bookman

Spring, 1967
65 Cents
Vol. 42, No. 3

1867 1967

Centennial Series — 1

Centennial Project

Some publishers do more than publish. They **worry** about the lot of authors and book publishers in general and try to do something to make it better. HARVEST HOUSE (Montreal) is a publishing firm which is presently trying to launch a newspaper and writer campaign, which seems to deserve our support.

C. A. & B. asked Maynard Gertler, Editor of Harvest House these questions about the proposed centennial project:

WHAT PART WOULD THE NEWSPAPERS PLAY?

Answer:

During five years' residence in England, I observed that one thing which helped to make the **Manchester Guardian** an outstanding newspaper was its "Books Received" column. It carried this on the lower left hand column of its first (or last) page, as I recall, in one to three inches.

In Canada we have no national press, as such. If a new Canadian book is well reviewed and well known in Vancouver, it may be relatively unknown in Montreal, and vice versa.

In addition, there are probably over 30,000 new book titles in the English language coming into Canada from abroad each year, and a great number in French and other languages. They educate, entertain, and benefit us immensely; they also do a "snow job" on Canadian books.

If all Canadian newspapers listed all new Canadian books (books by Canadian authors or about Canada), such a move might do more to bind the country together, with small cost, than the C.P.R., C.N.R., and C.B.C. together. In short it might have unforeseen cultural and educational significance for Canada.

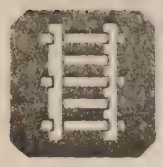
WHAT PART WOULD THE AUTHORS PLAY:

Answer:

Members of the Canadian Authors' Association could write the editors in their own communities suggesting that they make a habit of listing new Canadian books received.

Editorial note: I think Mr. Gertler could have gone even further in his suggestions to authors. Personally I have long advocated the idea that in even the most isolated parts of Canada, authors should **actively** promote Canadian books in such ways as: offering the local newspaper free "hand-out" reviews of any Canadian books they read (this won't make them any money and will detract from their own writing time but in the interests of Canadians writing I think we should be prepared to make some sacrifices)); offering to start a "book review section" for the local paper if it hasn't got one (the pay will be small — if not non-existent — but I know from experience that the rewards in other ways can be very great); offering to speak to English classes at your local schools (we should never forget that today's students are tomorrow's book buyers!)

Exhibit II (cont'd)



HARVEST HOUSE LIMITED PUBLISHERS
1264 GREENE AVENUE, MONTREAL 8, P. Q. 932-0666

February 21, 1966

Mr. R.... Barford
General Manager
Canadian Daily Newspaper Publishers Association
55 University Avenue
Toronto, Ontario

Dear Mr. Barford,

During five years' residence in England, I observed that one thing which helped to make the Manchester Guardian an outstanding newspaper was its "Books Received" column. It carried this on the lower left hand column of its first (or last) page, as I recall, in one to three inches.

In Canada we have no national press, as such. If a new Canadian book is well reviewed and well known in Vancouver, it may be relatively unknown in Montreal, and vice versa.

In addition, there are probably over 30,000 new book titles in the English language coming into Canada from abroad each year, and a great number in French and other languages. They educate, entertain, and benefit us immensely; they also do a "snow job" on Canadian books.

Would you consider passing on my suggestion to your members that they take a leaf out of the Manchester Guardian and conscientiously publish a daily "Books Received" column in a prominent position. It might have unforeseen cultural and educational significance for Canada.

If listing all new books is too formidable a task, how about all new Canadian books (books by Canadian authors or about Canada). Such a move might do more to bind the country together, with small cost, than the C....., C....., and C.B.C. together. I suggest it for your consideration as a Centennial Project.

Exhibit II (cont'd).

HARVEST HOUSE LIMITED PUBLISHERS
1364 GREENE AVENUE, MONTREAL 6, P. Q. 932-0666

I'd like to have your reaction to this suggestion and if you are willing, we could run off copies of this letter in the quantity required to send to all of your members.

Sincerely,

Maynard Gertler
Editor

Exhibit II. (cont.)

CANADIAN DAILY NEWSPAPER PUBLISHERS ASSOCIATION
55 UNIVERSITY AVENUE, TORONTO 1, ONT., • PHONE Area Code 416, 368-1813 & 368-1376

General Manager
R. A. BARFORD

March 3, 1966

Mr. Maynard Gertler, Editor
Harvest House Limited Publishers
1364 Greene Avenue
Montreal 6, Que.

Dear Mr. Gertler:

This answers your letter of February 21 regarding the listing of "Books Received" by daily newspapers.

This Association is mainly the business association of daily newspapers and does not at any time interfere with the newspapers editorial plans or policies. This Association could not make a recommendation to the many editors across the country as to what they should put in their newspapers or how they should do it.

If as you say there are 30,000 new book titles a year, then this would mean that daily newspapers would have to list on an average 300 books a day. This I am sure they would never do. It seems to me that the publishers of books in Canada could get together and devise some scheme of their own whereby in paid advertising in daily newspapers or other media they might acquaint the public with books available. It seems to me that this is strictly a commercial proposition for the book publishers of this country.

You can of course write to the individual editors of the daily newspapers of Canada in this connection if you so wish.

Sincerely yours

RAB/mm

R.A. Barford
General Manager

HARVEST HOUSE LIMITED PUBLISHERS
1864 GREENE AVENUE, MONTREAL 6, P. Q. 932-0666

February 21, 1966

Mr. W. Telfer
Managing Director and Treasurer
Canadian Weekly Newspapers Association
Room 24, 2 Bloor Street East
Toronto 5, Ontario

Dear Mr. Telfer,

During five years' residence in England, I observed that one thing which helped to make the Manchester Guardian an outstanding newspaper was its "Books Received" column. It carried this on the lower left hand column of its first (or last) page, as I recall, in a space of one to three inches.

In Canada we have no national press, as such. If a new Canadian book is well reviewed and well known in Vancouver, it may be relatively unknown in Montreal, and vice versa. The situation for the smaller and more remote communities as far as intelligence about new books is concerned may be as bad or worse, depending on the quality of its newspaper, school, public library, and other factors.

There are probably over 30,000 new book titles in the English language coming into Canada from abroad each year, and a great number in French and other languages. They educate, entertain, and benefit us immensely; they also do a "snow job" on Canadian books.

Would you consider passing on my suggestion to your members that they take a leaf out of the Manchester Guardian and conscientiously publish a weekly "Books Received" column in a prominent position. It might have unforeseen cultural and educational significance for Canada. I suggest it for your consideration as a Centennial Project.

Exhibit II Cont'd

HARVEST HOUSE LIMITED PUBLISHERS
1264 GREENE AVENUE, MONTREAL 6, P. Q. 932-0666

If listing all new books is too formidable a task, how about all new Canadian books (books by Canadian authors or about Canada). Such a move might do more to bind the country together, with small cost, than the C.P.R., C.N.R., and C.B.C. together.

I'd like to have your reaction to this suggestion and if you are willing, we could run off copies of this letter in the quantity required to send to all of your members.

Obviously the publishers could not send review copies to the hundreds of small weekly newspapers across the country, but they would be willing to send releases or leaflets, I presume, and could supply a few of their books on request if a full review were guaranteed. In any case, a simple listing is a neutral, but potentially magnificent act.

Sincerely,

Maynard Gertler
Editor

Canadian Weekly Newspapers Association

2 Bloor Street, E., Toronto 5, Ontario
Telephone: 921-5324.

March 23, 1966.

Mr. Maynard Gertler, Editor,
Harvest House Limited Publishers,
1364 Greene Avenue,
Montreal 6, Quebec.

Dear Mr. Gertler:

I have your letter of February 21 containing the suggestion that members of this association might consider the publication of a book review column or list of new books by Canadian authors or about Canada.

It is entirely possible that many of our members might be interested in your proposal. However, I think this is something best left to the individual publisher to decide. As a matter of policy, this association does not engage in the promotion of the use of any type of editorial or publicity meterial.

I would suggest that you develop a list of larger weekly newspapers across Canada and approach them with your proposition. If the results are encouraging, then you could enlarge this list accordingly. I am sending under separate cover a copy of our most recent membership list from which you may make a selection of newspapers.

Yours sincerely,

WT/mv

Managing Director.

Exhibit III

December 3, 1970

Mr. Ronald Grantham
Book Page Editor
The Ottawa Citizen
136 Sparks Street
Ottawa 4, Ontario

Dear Mr. Grantham,

Thank you for a very thoughtful feature review of the four books on Hugh MacLennan of the past year, including our own by Robert Cockburn. I feel strongly that practically the only review worth publishing is one that is long enough and strong enough to be respected. Better not to review at all, or merely to list, than to set off a damp squibb.

Canadian books badly need the feature treatment, since if our journals do not give it to them, no one else's will.

As you see from the enclosed, we are also writing to M.L. Thompson of Carleton, your reviewer, to thank him.

Yours,

Maynard Gertler
Editor

P.S. I have always hoped that Canadian Daily newspapers would begin to publish a "Books Received" column on a daily or periodic basis in the same way that the London Times and The Manchester Guardian have long done. Even two or three inches in 6-point type would make an enormous difference.

Exhibit IV

SCIENCE PUBLICATIONS OF CANADA

25 Hollinger Road • Toronto 16 • Canada

PUBLISHERS OF SCIENCE NEWS

MONTREAL OFFICE: *Box 340 Postal Station Westmount, Montreal 6, P.Q.*

Q. What is S C I E N C E N E W S ?

A. Canada's only science magazine for the schools (Junior High - Senior Elementary).

Q. What does it do?

A. It brings the Canadian Community of Science to the student - research - museums - film - radio - conferences - books - personalities - science fairs and clubs.

Q. Is that all?

A. No:

1) It carries illustrated articles, experiments, puzzles and contests in the basic sciences.

2) A regular feature is the history of science through biography.

3) A picture story on historic discoveries and achievements in science and technology is another feature.

4) It also brings the best in the literature, philosophy and method of world science through signed articles, reviews and interviews.

Q. I suppose it's put out by amateurs?

A. Sure, we're all amateurs at this job, but:

1) Our academic editor Dave Savage has been Science and Maths Editor of The Teachers' Magazine (P.A.P.T. journal) for the past seven years: he is now Head of science at Rosemere High School, P.Q.

2) Our other editors have had years of teaching and communications experience.

3) Two Canadian firms, McClelland & Stewart of Toronto and Harvest House of Montreal are behind S C I E N C E N E W S.

Exhibit [illegible]

HARVEST HOUSE LIMITED PUBLISHERS

1364 GREENE AVENUE, MONTREAL 215, P.Q.
TEL. 932-0666

December 15, 1970

Lorraine Vernon
The Vancouver Sun
2250 Granville Street
Vancouver 9, B.C.

Dear Lorraine Vernon,

Thank you for the labour you have expended on the really competent and whole-hearted review of Gertrude Katz' The Time Gatherers. What you have produced, a feature review of a Canadian book - even a modest Canadian book - is precisely what is needed to get an autonomous Canadian literary culture off the ground. We are grateful to you and to your editor.

With kind regards,

Maynard Gertler
Editor

Exhibit VI

HARVEST HOUSE LIMITED PUBLISHERS
1364 GREENE AVENUE, MONTREAL 215, P.Q.
TEL. 933-0666

May 6, 1970

Miss M.L. Bayer,
Conference of Learned Societies,
University of Manitoba,
Winnipeg, Manitoba.

Dear Miss Bayer,

I am writing in response to your invitation to exhibit at the Council of Learned Societies. Many publishers in Canada with a wide range of titles would like to exhibit in Winnipeg for the entire period of the meetings and to have people from many faculties see their books. This is such a big country, however, and the typical Canadian publisher represents, in the nature of the case, so modest an enterprise that you are in danger of barring most of us from participating due to the high cost of exhibiting singly at a great distance from the home office. This difficulty may be overcome if you make possible a joint display of Canadian books for the period of the meetings to which many of us could contribute financially and otherwise. Any other procedure would imply cultural impoverishment and disadvantage to all concerned: the number of exhibitors would be limited, their stay would be curtailed; most conferees would see only a handful of the total product of Canadian presses.

A copy of this letter is going to Mr. Campbell Hughes, President of the Canadian Book Publishers' Council. I will also make every effort to enlist the support of as many Canadian publishers as possible for participation in a joint exhibit at one of the most important cultural gatherings - perhaps the most important one - that occurs annually in Canada.

May I request the privilege of an early reply.

With kind regards,

Maynard Gertler
Editor

cc. Mr. Campbell Hughes

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BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. JACK O. GIBBONS

JUNE 15, 1971

Preface to "Canada:The New Nation : Fact and Fiction" by J.O. Gibbons

There are a number of errors & falsifications of history in the grade eight history textbook Canada:The New Nation authorized by the Ontario Department of Education and published by the American company W.J. Gage Ltd.

This book and the uncorrected errors in it, epitomize the humiliation of having our textbook publishers owned by foreign corporations. Though some of the falsifications & fabrications of history in the textbook are extremely serious; for example the denigration of the name of one of Canada's greatest statesmen - George Brown by attributing beliefs to him which a former head of the University of Toronto's History Department has termed as,"gross exaggerations" which, "give a quite erroneous and unfair view of Brown's lasting positions." The Ontario Department of Education has refused to force the American publisher to correct these errors. And though the publisher has known about these falsifications for over a year, they have so far given no indication that they intend to do anything about them.

So here we have the taxpayers of Ontario paying a foreign corporation to publish a history textbook which contains gross falsehoods, the Ontario Department of Education refusing to step in and correct the history book which they have authorized, and the only possible way for a Canadian citizen to get the book corrected is to go begging on hands and knees to a foreign corporation, which is very reluctant to make changes and corrections.

This is a sad commentary on the state of affairs of the Canadian people.

So because of the indifference of the Department of Education and W.J. Gage Ltd., I have written "Canada:The New Nation : Fact and Fiction", which tries to give a true account of the facts.

Jack O. Gibbons,
January, 1971.

Canada:The New Nation - Fact and Fiction

by Jack O. Gibbons

The grade eight history textbook Canada: The New Nation by Edith Deyell, in numerous instances contains fiction presented as fact. These errors are listed here in the order in which they appear in the textbook. The ones with asterisks beside them, are ones which the publishers, W.J. Gage Ltd. has agreed are wrong, and will correct when the book is revised. But the catch is that the book may be reprinted hundreds of times, and never revised!

On pages 244-245, the author has presented the episode of the "Double Shuffle" as a thing to be, "laughed heartily about". The author states that after the Conservatives were defeated they;

> resigned and shifted to the Opposition benches. Then what a mix-up followed! George Brown chose a cabinet from his Reform party and crossed over to the Government benches. At once the Conservatives moved a "vote of nonconfidence" in the new Government, and won by a majority of 40 votes. Brown went out of office after only two days as Prime Minister. Macdonald and his party returned to power, and laughed heartily about the "double shuffle."

This account of the "Double Shuffle" is extremely oversimplified and deceptive; from reading it a person would have no idea that anything was the least improper about the "Double Shuffle" or that it was a great political and constitutional crisis(see Apendix A for a account of the "Double Shuffle").

On page 254, while telling about the Coalition Government of 1864, the author states that George Brown believed that: "We should have prohibition." and, "We should turn all Frenchmen into Englishmen."

These two statement have been termed by Professor J.M.S. Careless, former Head of the University of Toronto's History Department as, "gross exaggerations" which, "give a quite erroneous and unfair view of Brown's lasting positions."

By judicious 'lifting' you can make politicians say almost anything you want, and of course Brown's enemies did so then, as his side did to the other. The problem is, the partial truths and false impressions then get enshrined in popular tradition, and finally re-enshrined in the minds of the next generation through oversimplified texts.

In the case of prohibition, Brown did favour temperence in its true original form of moderation. And at one time because of the evident social evil of excessive drinking he was willing to support the "Maine Law",(early 1850's) a prohibition measure that seemed to be working in Maine. But, he soon gave it up on the grounds that it was unenforcible, and would produce as much harm as good.

To say that Brown believed that we should turn "Frenchmen into Englishmen" is again a partial truth oversimplified into a vast mistatement - which only hardens legend and prejudice. Undoubtedly Brown and his Grit associates hoped to see the ultimate assimilation of the French in the Canadian union in the early 50's - so had the Tories a few years before, and many still did! Brown's complaint was that the French were interfering in Upper Canadian issues and would not leave them alone; and so could only be checked by Rep. by Pop. But he came to realize that the French Canadians would not accept being swamped. So he took up the ideas of federation, so that the two people's could work together. And well before Confederation the Globe was making very clear that it expected "the French race" to survive as a partner in an extended union.

The point again is the falsifying effect of the statement("Frenchmen into Englishmen"). One could show that lots of people of varied party stripe at one time or another expected, or hoped that Frenchmen would be turned into Englishmen. What matters is what policy developed and what was the truly important historic stand. Here it was that Brown became ready to work with the French Canadians to the degree that Cartier later wanted to join with him against Macdonald!

Therefore to attribute these two beliefs to George Brown at the time of the Coalition Government of 1864 is clearly intellectually dishonest.

On page 306, the author says that George Brown died on May 10, 1880, in fact he died on May 9, 1880(The Canadian Directory of Parliament, 1867-1967 edited by J.K. Johnson).

* On page 319, the author states that Queen Victoria bestowed upon Cartier the title of Companion of the Bath. But she does not go on to point out that he refused it, because Macdonald had received the more prestigious K.C.B.; and that soon afterwards Cartier was offered a baronetcy which he accepted.(Sir George Etienne Cartier, Bart., His Life & Times by John Boyd, pages 283-287)

On page 327, the author says that Sir Charles Tupper was the Canadian High Commissioner to London from 1883-1895. Though in fact he was High Commissioner to London from 1884-1887, and from 1888-1896. She also says that he was Leader of the Opposition for three years after he was defeated as Prime Minister. But in fact he was Leader of the Opposition from 1896-1901(The Canadian Directory of Parliament).

* On page 348, she says that Edward Blake was the Leader of the Liberal Party in 1874, but in fact the Leader of the federal Liveral party was Alexander Mackenzie, and the leader of the Ontario Liberal party was Oliver Mowat at that time.

On page 349, she again makes the mistake of calling Edward Blake the Party leader, this time during the federal election of 1872. And the author, makes reference to George Brown's alleged dislike of the French race, which I have already disproved.

* On page 392, the author states that,"Macdonald resigned and "went to the country" in another election." But in fact after Macdonald resigned, Lord Dufferin asked Alexander Mackenzie to form a government. And shortly after Mr. Mackenzie had created his administration, he called an election, and he (Mackenzie) "went to the country".

On page 409, under the title, "Honors for Donald Smith", the author claims that while Smith was High Commissioner to London, he had a great deal to do with the emmigration effort. For she states:

> he spent most of his time telling the people of the British Isles and Europe that Canada was a land of opportunity for them. To many he was a Moses offering a promised land;

But the facts, say that he had very little, if anything to do with the emmigration work. In My Generation of Politics and Politicians (pages 256-259) W.T.R. Preston says that when Smith made his first personal emmigration effort he just missed being arrested in Germany and because of this he never again made a personal effort to direct any emmigration movement to Canada. And the distinquished historian Mr. Edward M. Wrong states in his biographical sketch of Donald Smith in the Dictionary of National Biography, 1912-1921:

> But, though more prominent than he had been before, Strathcona had little direct influence on Canadian development during this last period of his life. He was not in sympathy or close touch with the younger liberal leaders who were in power at Ottawa after 1896, and the chief Canadian government activity in London, immigration, was not under his control.... He clung to his position when the Canadian government would not have regretted his resignation.

On page 477, the author claims that in the spring of 1879, the Governor-General Lord Dufferin was in B.C. calming angry British Columbians who were threatning to withdraw from Confederation. But in fact Lord Dufferin was no longer Governor- General, and was no longer in Canada.

Appendix 'A'

The author's account of the 'Double Shuffle' is deceptive and oversimplified in that she doesn't tell: 1) That when Brown formed his government he and his cabinet ministers had to resign and seek re-election in their ridings; and therefore were unable to defend themselves in the House. 2) About the unusual and questionable way in which Maddonald and his colleaques avoided having to run for re-election in their constituencies when they formed the government again. 3) That the Governor-General Sir Edmund Head seemed to do everything possible to help the Conservatives and hinder the Reformers.

For a full account of the 'Double Shuffle' see:
Public Men and Public Life in Canada, Vol. 1, by James Young, Toronto 1912, pp. 115-121.
The Life and Times of Sir Alexander Tilloch Galt, by O.D. Skelton, Toronto, 1920, pp. 233-238.
Brown of the Globe, Vol 1, by J.M.S. Careless, Toronto, 1959, pp. 263-280.

BRIEFS

to the

Ontario ROYAL COMMISSION ON BOOK PUBLISHING

SEPTEMBER 30, 1971

SUDBURY, ONTARIO

BRIEF

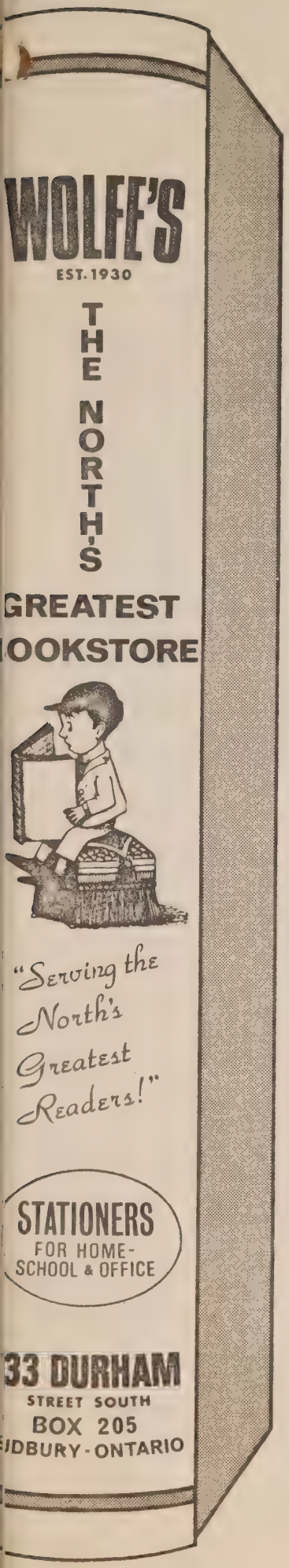
to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. WOLFE MOSES OF WOLFE's BOOKSTORE

SEPTEMBER 30, 1971



Brief Submitted to

THE PUBLIC HEARINGS OF

THE ROYAL COMMISSION ON BOOK PUBLISHING

Sitting in Sudbury, Ontario
at the Sudbury Public Library Auditorium
September 30, 1971

Presented By

WOLFE MOSES of WOLFE'S BOOK STORE
133 Durham Street South
Sudbury, Ontario

Gentlemen:

The theme of my Brief shall be:

CAN CANADIAN BOOKSELLERS & BOOK PUBLISHERS BE SAVED?

Much has been written in the News Media, and discussed over Radio and T.V. regarding the plight of a faltering Canadian Book Publishing Industry, the past few years. Concern for the Industries' survival is paramount.

We have witnessed a number of American take overs, the floundering of others, and have even seen the benevolence of our Provincial Government come to the rescue of one of our most respected Canadian publishers to the tune of almost a million dollars. This precedent has prompted other envious Book Publishers to seek equal treatment from their "Rich Uncle".

As a Bookseller with forty years of continuous service to this vocation, I welcome the kind invitation from this Commission to submit this Brief. I feel it is important that the Industry hear from the segment that provides them with their Bread and Butter, a simple, unsophisticated Bookseller.

It is my opinion that the Book Publishing Industry is placing the "Cart Before the Horse". It is not the Book Publisher who requires a subsidy. No indeed, if anyone should be considered for Government financial aid, it should most certainly be the struggling Canadian Bookseller.

The warehouse shelves of each of the Canadian Book Publishers are loaded with millions of dollars worth of inventory. The Book

Buying Public are not exposed to the Book Publishers' warehouses, or at least they shouldn't be. But, they are exposed to the book shelves of the Booksellers across the land. Booksellers cannot afford to stock the inventory a good book store should have, for it is not possible to turn over the investment in 30 or 60 days, the normal credit terms accorded by most of the Book Publishing Fraternity.

Just imagine the prosperity the Canadian Book Publishing Industry would enjoy if Booksellers could buy without financial worry restricting their purchases. The books now gathering dust in Publishers' Warehouses would be out where they would do the most good, on the display shelves and windows of the Booksellers. With a government subsidy to the Bookstore at a low or no interest rate, we could pay the publishers for their dormant stock in 30 or 60 days, keeping them solvent and prosperous. The increased sales volume garnished by the Bookseller would help him properly compensate his talented staff, add to it, and at the same time repay annually the Government subsidy or loan, and a sick industry would begin to flourish.

Having spent almost a lifetime at this vocation, I must admit to disenchantment at times. How much easier it would be to serve as a Bar Tender, be a Car Salesman or sell Insurance. There has to be some attraction aside from monetary reward to give us the enthusiasm to carry on. Perhaps it's the response we get from our wonderful clientele. One patron will tell how a series of Photography books was responsible for his successful career, while another comes back to relate how the information in a technical book saved a local bank building from collapsing during renovation. Still another emotionally disturbed individual found a prescription for happy living in another book.

These are but a few of the satisfactions that help keep us going.

But still, prosperity must not elude the Bookseller, and we together with the Book Publishing Industry owe a responsibility to each other. Either we prosper together or we flounder together.

While bookselling is a commercial activity, it can also be regarded as a cultural enterprise. It should therefore not be considered unreasonable to expect support from other communal cultural activities such as Public Libraries, the school Librarians serving both Elementary and Secondary schools and the Boards of Education, all of which are supported 100% by the taxpayers' dollars. The money spent by these institutions alone could support the existence of many more retail Booksellers. Yet the local Bookseller whose survival is dependent on patronage from cultural agencies derives precious little from the millions of dollars budget at their disposal. What is happening to these taxpayers' dollars, that should be used to help keep local taxpayers' enterprises going and ultimately help support the Canadian Publishing Industry?

An enquiry would reveal that one of the main beneficiaries of these millions is a subsidiary of an American Book Processing company.

Bear with me on these two magic words--Book Processing. For millions in taxpayers' money is being spent on these magic words, and what they imply are not books.

A few years ago the retail bookseller did share in part of the Elementary School Library Book business. (Library books are not to be confused with text books which is another issue). The change took place a few years ago when the Ontario Minister of Education, at great expense to the school districts and taxpayer, decreed that greater sophistication be established in Elementary School Libraries. It has now become necessary for schools to furnish their library shelves in

a manner comparable to the town Public Library. No books should be on the shelf without a library book pocket and several cards inserted, each bearing the title and author, and a printed label bearing the Dewey Decimal Classification Number and the author's name on the spine, and the jacket to be covered with protective acetate.

There would be no argument about this if the Book Processing were done in the schools, where they have unlimited volunteers at their disposal and which work could be done at very little cost for the individual book, under the supervision of trained librarians. I think this was the intention of the Minister of Education but what has resulted? We find a multimillion dollar American Book Processing Company established in Canada, who purchase most of their books from their parent company in United States and this to the detriment of business so vitally needed by Canadian Book Publishers and Booksellers. I don't think it was the intention of the Ontario Minister of Education to allow Ontario School tax money to be used to subsidize the operation of a major American Book Processing Plant. I question whether such a degree of sophistication is really necessary in Elementary School Libraries. I strongly urge this Royal Commission to fully investigate this aspect of what might be termed a scandalous situation.

Another local cultural activity has by-passed the local bookseller. The Public Library could be and should be the staunchest supporter of the local Bookseller. The sad fact of this situation is that in this area we find that our suppliers are our chief competitor. Many publishing houses offer Librarians as much and sometimes a higher discount than that made available to their bookstore accounts. This places the Bookseller at a disadvantage, for the Librarian is only concerned with how many books his budget will buy. It is high time that the Publishing Fraternity started to demonstrate concern for the welfare of the

established bookseller. How can they expect to attract new talent to this vocation when they continue to act as our supplier and competitor? Why not modify the library discount tomorrow and give us an even break?

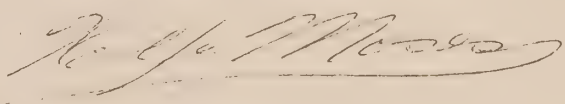
This leads to the next vexing problem which concerns direct selling and Book advertising.

If you were to send an order to Arrow for a shirt, to Kodak for a camera or Westinghouse for a refrigerator, in each case you would be referred to your local dealer. To quote Ripley: "Strange as it may seem" books are different. Anyone can write in to the publisher for a book and in all probability you will receive it, and often at a discount. There are the odd exceptions where our publisher friends show concern for our existence and refer the order to the dealer. To them I say thanks and may you prosper.

Then there are some publishers who continue to advertise their books in large newspaper ads without suggesting where to buy the book. Publishers cannot expect to win Booksellers and influence Book buyers if they don't suggest in the ad the logical place to buy the book--your local Bookseller. This "I want my cake--and eat it too" attitude does not make for good Publisher-Bookseller relations.

Canada has experienced a population and information explosion the past few years. With rapid strides in new technology, continuous population growth, the future in Bookselling looks bright. But Booksellers can only be saved, and ultimately we can save the publishers, if the recommendations in this Brief are quickly adopted.

Respectfully submitted,



Wolfe Moses, Bookseller

126)

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. JOHN RODRIGUEZ

SEPTEMBER 30, 1971

WANTED: A policy that would encourage the writing and publication of material, especially in the field of Language and the Social Sciences, which reflect the reality of the Canadian way of life and the development of a truly distinctive Canadian culture, and which would be used in the Schools of Ontario.

The purpose of this paper is to explore briefly:

a) The distorted view of present-day Canadian Culture as presented by one set of readers used in the elementary schools of Ontario.

b) The reinforcement of such a view in some of the Social Studies texts used at the primary level.

c) What a people's government in Ontario can do about helping to develop a truly distinctive Canadian culture.

What picture of Canada and Canada's relationship to the world do the children obtain from the readers and history texts? What ideas about their country are Ontario students expected to gain from their readings -- what ideas about Canada's history, her culture, her economy, her peoples?

It is not to be assumed, of course, that textbooks are the student's only source of ideas. How he views his country will very much depend on how individual teachers interpret and make use of the same textbooks and on what extra-textual material teachers introduce into their classes.

In presenting this paper, all I have done is to look at an example, of a set of readers being used in Ontario schools and to glance through some of the Social Studies texts, making many value-judgements which may or may not have relevance to the Canadian community.

I feel that our promimity to the United States and our relatively high level of industrialization has brought us under United States domination. Our integration into the American empire will become more complete as its colonial strangle hold in Latin American and Asia is broken. But where does that leave us?

The schools of any system are the main ideological training ground for the people that live under that system. The communication arts and Social Studies in particular are the subjects through which our ideas about the community and the world are transmitted. A.B. Hodgetts of O.I.S.E. in his study of civic education in Canada, entitled What Culture? What Heritage? sums it up, "young Canadians ought to be encouraged to become more interested in their part, more aware of the complexities and challenges in contemporary society, and intelligently concerned about the future of their country as an independent political entity and a member of the community of nations."

If we wish to preserve those wholesome characteristics which identify this nation, then care must be taken that our schools are not used primarily as channels for other nations' cultures. In a recent national survey (see appendix "A") it was found that American texts and magazines constitute one of the major foreign influences in Canadian education.

But let's look at the Ontario child's earliest experiences with the language programme. One of the approved series for primary reading is: Canadian Reading Development Series (Copp Clark) edited by Dr. J.R. McIntosh.

The teacher's manual offers the following explanation: "The feature of this Series which most sharply distinguishes it from that

of any other important basal Series in Canada or the United States is its emphasis upon early independence in reading. Its skill development program is so conceived and constructed that by the end of the first grade all but the slowest of the children will be able to read with relative ease any phonetic monosyllable that is made up of regular or common sound elements."

Who can remain unmoved by such noble purposes? Unfortunately the approach is purely technical, designed for the sole objective of inculcating a skill. Reading is seen not as a dynamic process through which a child communicates with the world he knows, and in which his interest will grow as reading proves itself relevant to his world, but as a technical attribute to be acquired by mechanical means. Little care seems to have been taken, therefore to bring the reading material in some approximate conformity with reality.

The first volume in the series, Off To School, introduces us to the Green family. One cannot be sure, but as far as can be ascertained the Greens are a typical Canadian middle-class family living on a farm somewhere in the middle of suburban Toronto. The three children, Janet, John, and Anne, all seem to be stereotypes of the all-Canadian children, adopted from the United States of America.

As all Canadian children raised on a farm, John and Janet dance ballet. Their parents, tall, slim, and Aryan, seem to exist for the sole purpose of taking them for rides, for buying Christmas trees, for taking them skiing, carnivaling, or picnicing. The father is never seen at work and the most serious problem that comes up is the agonizing choice between the following activities:

"We can play with Buttons.

We can play house.

We can play with Lucky.

We can play what we like, Ann.

We can sing and dance."

There is no mention, of course, of Canada, of the real world, of the real relationships between real people, or real problems. Despite the title, there is no mention even of school. Surely even Grade 1 children have a much better conception of what the world is like that the conception mirrored in this book. To take and present with a fairy world far removed from their daily experience is to begin the "irreleventi al process" that sooner or later causes them to lose interest in reading all together.

In case children became too overburdened with reality in the first volume, the second is all play and stories-mostly of animals. There is no attempt to make the book relevant even to the school situation-to the real problems and situations children face in school. The closest we come to school is in this inspired ditty:

School is over,

Oh, what fun!

Lessons finished,

Play begun.

Who'll run fastest,

You or I?

Who'll laugh loudest?

Let us try.

The third volume in the series, by way of anti-climax, is entitled <u>It's Story Time</u>.

To strike a more realistic note, the Grade 2 text is called, <u>Stories Old and New</u>. The assumption seems to be that grade 1 has successfully

transformed children into near-idiots, if they were not so to begin with. There are the usual animal stories, well-worn and true, such as The Hare and The Tortoise, The Lion and The Mouse, and others. And there is nothing in itself wrong with that. But as for most of the materials, it deals with painfully contrived situations, people, and themes. Why is it assumed that children will be interested in this plastic, synthetic pap -- or that it would be good if they were interested in it? Are elementary school children not people?

And so our children are introduced to the Canadian reality. A stranger from another planet, after examining these early textual materials, would be hard put to believe that Onatrio actively cultivates the mosaic pattern of its inhabitants.

As we thumb through the various readers beyond Grade 2 there is scarcely an attempt to provide a Canadian cultural perspective. As a matter of fact, the teacher's manual of the reading texts for Grades Four and Five declares:

It is of vital importance, therefore, to offer Canadian boys and girls, in whom an interest in community life is dawning, books which portray a general picture of Canada and give a definite impression of the ideals of the Canadian way of life. In doing so, there is no desire and no need to foster a narrow Canadian nationalism![1]

It is revealing of our national psyche that the editors of a Canadian textbook feel compelled to offer apologies for daring to give their book a Canadian perspective. Not for us narrow nationalism!

But what is the history of a nation with no culture? From whose point of view is this history told? A cursory glance at the junior division will tell us that the texts are well illustrated and simply written. But much is left unsaid, for example, in discussing Canada's economy, such as its factories of Quebec and Ontario, oil wells of

1. The Canadian Heritage Readers - Dent

Alberta, and the mines of British Columbia, there is no mention as to who owns them. This fact, so crucial to the nation's economy, is completely ignored as it is everywhere else in the study of Canada.

There is much discussion and attention to those Canadians who "made it" in Canada. So that a great deal of prominence is given to the politicians, clergy, judges, governors, wholesale merchants, generals, bankers and civil servants. The common mass of people are largely ignored.

Very little is said about the farmers and workers who actually built this country with their hands -- They seem to have no cultural value at all. Organized labour whenever it is mentioned, which is seldom, is always cast as the ruffian-types from whom only violence can flow.

Some of the Social Studies texts even print barefaced lies to support the position of our southern neighbour. For example in the Junior text Southern Lands, the following is written:

"Within the last twenty years, great changes have taken place in The South America.

People who were making a poor living from the land are now working in industry. The cities are growing rapidly. In fact, nowhere in this world is the population increasing faster than in South America. Although in the forests, the Llanos and the mountain people are still living in poverty and ill health, in and near the cities progress is rapidly being made. Buildings of ultra-modern design are being put up. Industries of many kinds are being established. South Americans have every reason to be proud of the progress which they have made."

Far from progress being made, conditions in Latin America are rapidly deteriorating. And lastly students get a highly romanticized view about our "friendly southern neighbour," about the land of liberty, about Abraham Lincoln and John Kennedy. Out students are never informed that this same neighbour has been known to commit very unfriendly acts, that the land of libert is a decaying and barely disguised police state where astronauts are sent to the moon while thousands starve, that slaves Lincoln freed are still fighting for their freedom, most importantly, that the highly touted, "friendship of our two peoples" is but the cloak under which to hide a real master-servant relationship.

Therefore the extent and nature of the Canadian content and viewpoint in our texts and reference materials ought to be of major concern to all Canadians.

If we believe that Canada has a future as a nation, and it has a role to play on the world's stage which can benefit other nations, then we must ensure that Ontario students receive a positive distinctive, Canadian alternative to a foreign culture. To do this we must control our own educational media. To do otherwise would be to court our own downfall as a people and as a nation.

I therefore recommend:

1) That the Ontario Department of Education set up an Ontario Council for grants to be paid to qualified Canadian scholars for research and writing, directed to the preparation of text and reference books, with excellence and Canadian orientation as two of the criteria.

2) That the Ontario Government establish Ontario Press -- a crown corporation to publish in French and English, Canadian texts and reference materials for use in schools, universities and colleges across Canada.

STATISTICAL SUMMARY OF NATIONWIDE SURVEY OF SCHOOL BOARDS IN ALL PROVINCES

Background research by Kenneth H. Johns for Article Published May, 1969 by the "Educational Courier" (Ontario)

	Atl. Prov.	Quebec	Ontario	Prairies	B. C.	National Averages
1. How many staff members attended educational conferences						
in Canada	93%	60%	80%	79%	80%	78%
in U. S.	5	40	20	21	20	21
elsewhere	1					1
2. Of resource personnel used at workshops, conventions, etc.,						
how many from Canada	75%	71%	80%	77%	69%	74.4%
U. S.	14	29	20	23	31	23.4
elsewhere	11					2.2
3. Using U. S. educational TV						
yes	--	--	--	25%	66%	18.4%
no	100%	100%	100%	75	33	81.6
4. Of texts approved for use, what percent are written by						
Canadian & published in Canada	43%	15%	77%	45%	27%	41.4%
American & revised in Canada	45	75	12	44	65	48.2
American, pub. in U.S., unrevised	12	10	11	11	8	10.4
5. Of magazines bought by your board for schools, what percent were						
published in Canada	75%	20%	67%	49%	37%	49.6%
published in U. S.	25	70	23	51	53	44.4
published elsewhere		10	10		10	6.0
6. Of film strips, what percent						
of Canadian origin	n.a.	25%	55%	34%	40%	38%
of American origin		65	40	64	57	56
of other origin		10	5	2	3	6
7. Of 8-mm and 16-mm films bought by your board, what percent are						
of Canadian origin	n.a.	50%	49%	46%	40%	46%
of American origin		50	50	54	38	48
of other origin			1		22	6

APPENDIX "A"

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

SUDBURY PUBLIC LIBRARY

SEPTEMBER 30, 1971

This submission to the Royal Commission on Book Publishing is made on behalf of the Sudbury Public Library and the North Central Regional Library System, which two libraries work very closely together and operate a combined book selection and ordering procedure together with a unified technical services operation.

It is recognized that the Canadian publishing industry is in a unique and very difficult position because of the dominance of the giants of English language publishing, Britain and the U. S. A., but we believe a viable Canadian publishing industry is both essential and possible. It is however important to establish what is meant by a Canadian publisher. Most of the so-called Canadian publishers are in fact not publishers at all but merely distributing agents for British and American publishers. Many of these agents are strictly middlemen, making no attempt to publish any Canadian material of their own. Others try to pretend they are Canadian publishers by issuing one or two genuine Canadian titles whilst their real business is acting as agent for other publishers. For instance one of the largest Canadian publisher-agents has recently issued its Fall-Winter 1971 catalogue which runs to over 80 pages, of which 6 pages are devoted to Canadian material. However close examination reveals that of the 29 titles listed in this Canadian section only 7 are genuine new Canadian publications. The others are either reprints or re-listings, or titles originating abroad but which are most inappropriately called Canadian because of authors who are presently working in Canadian academic institutions, but who might be any nationality, or even in some cases on the strength of one article by a Canadian author in a collection of 30.

Such agencies have little or no merit from a public library point of view. They are making no worthwhile contribution to Canadian culture and are merely exploiting the Canadian market for a financial return, which they achieve by high mark ups on the original publication, usually ranging from 10 - 20%. This is really the core of the problem for libraries. As publicly financed institutions libraries have an obligation to give the best service at the most reasonable cost; in other words the tax dollar must be used as efficiently as possible. In addition to this obligation libraries are having great difficulty in obtaining additional financing to keep pace with sharply rising costs. For example, the North Central Regional Library System which is financed by the provincial government, has had its annual provincial grant frozen at the 1969 level for the past two years. During this period general costs and salaries have risen appreciably and so less money is available for book purchase. Similarly the Sudbury Public Library's provincial grant has been pegged at the 1969 level and although it has received increased municipal support the increases have not

been sufficient to cover all the increases in cost with the result that its 1971 book budget is $3,000 less than it was in 1970. In such circumstances the libraries must obtain their books from the most competitive suppliers.

It is possible for us to obtain all American publications from American wholesale distributors at the original American price less 36% discount with all transportation costs borne by the supplier. Similarly British books can be purchased direct from Britain at the British published price, without discount, but with the rate of exchange working to our advantage because of lower British prices, and again with all transportation costs borne by the supplier. The same books purchased from Canadian agents will have been substantially increased in price by the agent, which increase counterbalances the discount given to libraries, and in addition the library has to pay all shipping costs. The economics of the situation therefore indicate that it makes most sense to purchase British and American books in the country of origin. Also the books are available immediately upon publication, whereas the same title is frequently not available through the Canadian agent for several weeks after it appeared in the country of origin. When to these facts are added the deficiencies in service provided by Canadian agents the case becomes overwhelming for not dealing with them. For details of these service problems see Appendix.

The situation is of course quite different for genuine, originally produced Canadian material, which is purchased in Canada direct from the publisher. These two libraries buy very extensively in this area and such Canadian material has to be quite exceptionally specialized if at least one copy is not to be purchased by these libraries. The point here is that the public libraries, at least, do support the Canadian publishing industry to their best financial ability and any expansion in worthwhile Canadian publishing will be most heartily welcomed and supported by us.

Book buyers in this part of the province are at a disadvantage compared to their fellows in the southern parts of the province especially those in the immediate Toronto area. With publishers and agents warehouses located there and with many large and well stocked bookstores available, with good transportation services at comparatively low cost facilitating the examination of books on approval libraries in Southern Ontario are able to examine most books before purchase. In Northern Ontario this is simply not possible. Few publishers make any serious attempt to make their wares available for inspection in this area. The

publishers representatives hardly ever bring books with them and many of these salesmen might equally well be selling soap since they are often not readers themselves and know nothing of the titles they are trying to sell. More than one of these salesmen can do nothing but read the "blurbs" from the publishers catalogues, a task that most librarians can do quite well themselves. Occasionally a publisher will hold a 1-or-2-day display in a hotel in the area but usually without any prior notice and a phone call from a representative when the display is already under way is all we receive in way of notification. Also, such displays consist essentially of the back list stock and are no help in the selection of new and recent material. Bookstores in the area are few and they are fairly small operations which do not have the resources or facilities to carry the large bookstocks which would give institutions and the general public the opportunity to keep up with the publishing scene other than the current "best-seller" list. As a result we hardly ever see books before purchase and our book selection is done mainly from reviewing sources such as Booklist, Library Journal, British Book News, etc., all of which are American and British. The recent appearance of a Canadian Book reviewing journal is to be commended and if the number of books reviewed can be increased and if the reviews can appear more quickly it would be a thoroughly invaluable tool for Canadian libraries.

In light of the above, the following recommendations are submitted for the Commission's consideration:-

1. That protection and assistance is required for genuine Canadian publishers in view of their comparatively weak position in the large field of English language publishing. That such support, which might include long term, low interest loans, tax concessions or similar financial aid, should be given only to those publishers who demonstrate that their publishing programmes are Canadian in content and are meeting the needs of the Canadian book buying public.

2. That existing, genuine Canadian publishing companies are not allowed to be taken over or bought out by foreign concerns.

3. That the provincial government makes more money available to libraries for the purchase of books, thus assisting the book publishing industry and the library system and its users, the general public.

4. That publishers establish co-operative warehouse-display facilities at selected centres across the province.

5. That publishers give special consideration to bookstores in communities without reasonable access to Toronto in the matter of credit and return so that such bookstores can increase the range of their bookstocks.

6. That all publishers adopt a uniform invoicing and reporting procedure acceptable to libraries.

Appendix I

Practical problems encountered in dealing with Canadian publishers

1) Delay in fulfilling orders

In many cases we have waited for as long as 6 months for a popular title to be supplied. This has happened even when our order was placed just before the book was published so the publisher could not plead that stock was exhausted when our order was received. Quite often we have seen a book on display at local booksellers when we are still waiting to have our order filled. Is this a case of discriminating against libraries?

2) Reporting on orders

The method of reporting on outstanding orders used by some publishers creates problems for us because frequently they list by order number only or by order number and title when established library practice is to file by author. It seems that the few seconds it would take them to type in the author's name would be more than justified if they would consider customer relations and the frustrations and time loss involved for the customer.

In some cases reports are included on invoices, which is extremely confusing. In other instances no reports are ever received even though the book is not supplied for months.

3) Incorrect fulfillment of orders

Our dealings with some publishers reveal a notable proclivity to carelessness in their operations. A shipment of books may be complicated by one or more of the following:

(a) Wrong edition - some publishers seem to forget when they have announced a new edition and will fill an order from old edition stock even though the edition number is clearly indicated on the order form.

(b) Defective copy - whole sections missing or bound upside down, pages that have not been printed, etc.

(c) 1 copy supplied on an order for 2 copies - leaving us to wonder if 1 copy is back ordered or if our order was just misread.

(d) No invoice - while most publishers now include the invoice with the shipment there are still some who send it separately and this means a delay in processing the books. The greatest offender in this respect is Information Canada. Their invoices are received as long as 2 months after the books.

(e) Invoices incomplete; e. g., many publishers fail to show the discount rate they have used to arrive at a net price. Such invoices cannot be adequately checked or verified.

4) No Canadian Rights

One of the most time-consuming problems encountered when ordering through Canadian publishing houses is that of "No Canadian Rights." We wish to order a book which is listed with a U. S. publisher. We send our order to the Canadian agent only to have it returned marked NCR. We then try to determine who published this book in Britain and send the order to the Canadian agent indicated. Even if we are able to determine who published the book in Britain and if they have a Canadian agent we cannot be sure that our order will not be returned to us once more marked "NCR." Even the publishers seem to be in doubt about who has Canadian rights.

BRIEF

to the

ROYAL COMMISSION ON BOOK PUBLISHING

SUBMITTED BY:

MR. WILLIAM E. MCLEOD

SEPTEMBER 30, 1971

BRIEF TO THE ROYAL COMMISSION ON BOOK PUBLISHING

SEPTEMBER 30, 1971

SUBMITTED BY WILLIAM E. McLEOD

INTRODUCTION

To begin, I would like to thank the Commission for the opportunity to express an opinion on the field of book publishing. I would like to direct my remarks toward the specialized area of book publishing with which I am most familiar - the college textbook.

PROBLEMS

One of the major problems faced by instructors in both universities and Colleges of Applied Arts and Technology is the assignment of a suitable textbook. Often the instructor is faced with the choice between several technically good American texts and one or two Canadian texts that are either out of date, of inferior quality or in bad cases, both. In many specialized areas such as Personnel Management, the subject of the textbook which I wrote, there is just no Canadian text at all.

There are several other difficulties in choosing a text that I would like to deal with. They apply mainly to the Colleges of Applied Arts and Technology. I would like to present them in the following point form:

1. The available text material in many disciplines is often too difficult for the average community college student to comprehend.
2. The available text material is mostly oriented towards the university student and his somewhat unique organizational situation. Universities have, for the most part, been organized so that students take one course and use one major text for the duration of an academic year that begins in the middle of September and ends at the beginning of May. Colleges of Applied Arts and Technology operate on the semester system. There is just too much material in the traditional $10.00 - 700 page text to be assimilated in two semesters,let alone one.
3. The cost of textbooks in the Colleges of Applied Arts and Technology can be staggering. Students are required to take a much greater number of courses than their university counterparts. If they have to purchase a separate hard cover book for each course, the cost of books could well exceed the cost of tuition. And this, unfortunately does occur.

There is an urgent need for a particular type of textbook for the community college systems. Such a text should come close to meeting the following three guidelines:

1. It must be published in soft cover.
2. It should retail for less than $5.00.
3. It should cover enough material to be appropriate for

one semester. A rough estimate might be 200 pages.

If some way could be found to turn out the text that I have described, I think that many courses could be made much more relevant for the student.

As the members of the Commission undoubtedly know, it is very difficult for most Colleges of Applied Arts and Technology to write and to do research. The primary obstacle, of course, is the excessive number of hours that instructors are required to spend in the classroom - more than twenty in most cases. This is more than twice the workload of their university counterparts.

The second obstacle is the expected monetary reward. This varies with the number of students that are taking courses in a particular area. In a discipline like Economics or English there are large numbers of students enrolled in introductory or survey courses. Authors in these fields might expect to receive a fair return on the investment of their time and effort. But in the more specialized areas where current, relevant and well packaged Canadian material is urgently needed, there is just no point in anticipating a financial return that will come close to compensating an author for the time he invests. Even if a text in a specialty field is adopted in every community college in Canada, the author will make very little money.

SUGGESTED SOLUTIONS

I am quite opposed to government subsidies for any kind of economic activity unless every other avenue has been explored in the search for a method to give birth to or to keep alive an undertaking that society deems essential. On the assumption that a viable Canadian book publishing industry is such an essential, I would respectfully submit the following suggestions.

1. That royalties earned on Canadian books by Canadian authors, published in Canada, be matched, up to a certain fixed dollar level by government subsidy (I accept the proposition that the Canadianism of the books and the fixed dollar income will have to be defined and I do not propose to attempt such definition in this brief). This concept will still allow some of the competitive forces of the market place to come into play. I think it is very important that public money should not be spent to underwrite books and authors of inferior quality. I think that the matching royalties concept will, on the one hand, encourage more Canadian authors and, on the other, help ensure that we are not inundated with a wave of literary garbage.

2. That some type of foundation or council be set up to make grants to worthy individuals so that they may take some time off from teaching to write Canadian material for Canadian students.

Respectfully Submitted,

W E McLeod

W. E. McLeod